

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

aHD9000
.4
.C76
1968

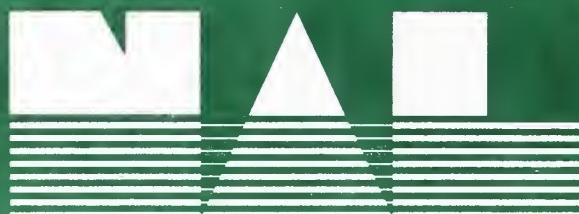


**COMPARISON OF PRICES
PAID FOR SELECTED FOODS
IN CHAINSTORES IN HIGH
AND LOW INCOME AREAS
OF SIX CITIES**

U.S. DEPARTMENT OF AGRICULTURE

1402
8001 S 5 222

United States
Department of
Agriculture



National Agricultural Library

PREFACE

In recent months, questions have been raised as to whether retail food chains charge the same prices in stores located in high and low income areas of large cities. The Department of Agriculture is especially concerned since the prices charged for food have a direct bearing on the effectiveness of the Food Stamp Program in providing adequate diets for low income participants.

Members of Congress have requested information from the Department on the pricing practices of chain organizations to help determine if shoppers in low income areas pay more for identical products and services than shoppers in higher income areas. Congressional hearings on retail food prices have been held in different cities throughout the country, and attention has centered on chainstore pricing policies in high and low income areas.

The Department conducted a study of retail food prices in February 1968. The purpose of this study was to examine the question of price discrimination and, to a lesser extent, product quality variation among stores of a chain in a city. Prices paid for items in selected product groups and quality of selected meat items purchased in high and low income area stores of a chain within a city were compared. Two leading chains in each of six U.S. cities were included--providing a broad geographical view of pricing practices of chain organizations.

The survey was initiated by the Consumer and Marketing Service. Technical assistance in planning, direction, and data evaluation was provided by the Economic Research Service and the Statistical Reporting Service.

CONTENTS

	<u>Page</u>
Highlights	1
Prices in High and Low Income Area Stores.	1
Average Prices Paid.	1
Variations from the "Most Usual Price Paid" (Mode)	2
Availability of Cents-Off Deals.	2
Availability and Prices of Advertised Items.	3
Quality of Meat Purchased.	3
Characteristics of Stores.	4
Scope of Data.	4
Products Purchased	5
Conduct of Survey.	5
Survey Design.	6
Statistical Analyses of Data	6
Findings by Chains and by Cities	7
Federal Regulations for Determining Infractions of Standards	15
Tables	16

Washington, D.C. 20250

June 1968

COMPARISON OF PRICES PAID FOR SELECTED FOODS IN CHAINSTORES IN
HIGH AND LOW INCOME AREAS OF SIX CITIES

HIGHLIGHTS

Data collected during a survey of prices charged for food items purchased in stores of two chains in each of six cities showed no identifiable pattern of differences between sample stores of the same chain operating in high and low income areas. Though uniform prices were the rule, there was some variation from store to store in prices of individual items. Such differences were largely random. An analysis of selected factors associated with quality for a limited number of meat products showed considerable variation among stores of a chain but no definite pattern by income areas of the city.

These general findings are based on an analysis of prices paid for more than 3,200 different purchases and quality evaluations of selected meat products in 134 stores on February 8 and 9, 1968. The objectives of this survey were to determine whether differences existed between stores of the same chain located in high and low income areas of the same city in (1) prices charged for the same item, (2) quality of selected meat products, and (3) characteristics of stores.

Cities in which the surveys were conducted were located in various sections of the country. Chains within each of these cities were selected from among those having a relatively large share of the market. Where feasible, a national and either a local or a regional chain were surveyed.

All stores in each chain were divided into two groups on the basis of the value of their Food Stamp redemptions and location in respect to income area. Those with high redemption rates and in, or bordering on, poverty areas were placed in one group (low income area stores); those with low or zero redemption rates located outside poverty areas were in a second group (high income area stores). With one exception, sample stores were selected at random within each group.

Seventeen kinds of foods (see page 5), with two brands of each packaged or canned product, were included in the shopping list of items to be purchased in each sample store. Brands likely to be stocked by stores of each chain were the ones specified for purchase. No substitutions were allowed.

February 8 and 9 were selected as survey dates in the expectation that, on those dates, there would be a relatively high redemption of Food Stamps and issuance of welfare assistance checks.

Prices in High and Low Income Area Stores

Two types of analyses of prices paid in high and low income area stores of each chain were made. These included comparisons of (1) average prices paid for each item and (2) variations of prices from the most usual price paid for the same item in all stores of a chain.

Average prices paid

A comparison of average prices between high and low income area stores of each chain was made for each item. A total of 326 such comparisons were made. In 163 cases there were no differences in the average price. The difference was greater than zero but less than one-half cent in 63 of the cases. The remaining 100 differences were one-half cent or larger. Statistical tests show that the differences in average prices

paid in high and low income area stores were no greater than would be expected on the basis of the variation among stores within an income area.

Although the statistical tests in terms of item-by-item comparisons gave no evidence of price discrimination, a study of the data for each chain was made for evidence of predominance of higher average prices in low income stores. In only one out of the 12 chains did this occur. Even for this chain, differences were small for most of the 19 items where deviations were found.

Though pricing practices among stores of the same chain were found to be quite uniform, there were minor exceptions. Different pricing techniques were used, such as single and multiple pricing. There also was some variation in the kind of items individually priced. For example, some stores in a chain marked prices on bread wrappers and milk cartons while others did not. Even so, such practices appeared to be random and not identified with store location. Most items purchased were price marked.

Variations from the "most usual price paid" (mode)

There are several sources of variation in price which management finds difficult to control. For example, some price variations were due to checker errors. These were determined from differences between prices marked and prices paid. Others were due to the practices of checkers in recording purchases. For example, buyers were instructed to purchase only one 14½-ounce can of each of two brands of evaporated milk. If both brands were being sold at 2/35 cents, some checkers combined the two purchases and charged 35 cents; others charged 18 cents a can. Overall, however, checker errors favored customers more often than the store. Other causes of variations are noted later.

To study price variation, deviations from the most frequent price for an item within the chain were noted. For all items, the prices paid differed from the most usual price in about one out of 10 purchases. These differences were about equally distributed among those higher (6 percent) and lower (5 percent) than the most usual price. Slightly more variations from the most frequent price were found in purchases made in low (12.7 percent) than in high income area stores (10 percent).

Prices of some products varied from the most usual price considerably more often than others. Milk prices, for example, varied little from store to store within the same chain. Also, there were relatively few instances where prices of baby food, fruit cocktail, rice, bread, coffee, and chicken differed from the most usual price paid.

On the other hand, prices of margarine varied more frequently from the most usual price paid. Almost 20 percent of margarine purchases were made at prices different from the most usual one. Part of this variation was due to the uneven availability of cents-off deals among stores of the same chain.

There was also considerable variation among individual chains in the percentage of prices that differed from the most usual. Differences by chain ranged from a low of 4 to a high of 31 percent of the prices paid. By city, variations from the most usual price for the two chains surveyed ranged from 7 to about 23 percent.

Availability of Cents-Off Deals

In the past, there has been considerable discussion concerning the practice of including cents-off statements on labels. In this survey, only two of the products purchased had these offers. One of these, a brand of coffee, marked "7 cents off" on the label, was available in only one chain in one city. On the other hand, at least one of the brands of the second product, margarine, was available in stores of each

of the two chains in four of these cities. Though this was the case, only three out of every four packages purchased carried the cents-off deal. More packages having such labels were purchased in low than high income area stores.

There were only five out of 130 purchases (less than 4 percent) where the shopper apparently did not receive the benefit of a price reduction when the package had a cents-off label. In each of these five cases, the checker charged the price marked on the item. This price was always higher than that paid in other stores of the same chain by the amount specified on the cents-off label.

Availability and Prices of Advertised Items

Local newspapers from four of the survey cities were checked to ascertain how many of the items purchased had been advertised on February 8 and 9 by the eight sample chains. In total, 13 different items were advertised--no fewer than two items by any one chain. Six of the chains had advertised four or more of the items purchased in their stores. Meats represented half of the items. Among these, chicken was advertised by five of the chains and frankfurters by four. Most popular among other items were baby food, evaporated milk, margarine, and coffee.

In only six instances, out of 382 purchases of advertised items that could have been made in stores of these eight chains, were any of these items out of stock. These were equally divided among low and high income stores. In two other instances, chicken was available in quantities of two to a bag but no single fryers could be purchased.

Advertised prices were paid for nine out of 10 purchases of such items. Little deviation from these prices was found in two of the four cities and in five of the eight chains. Instances of differences between advertised and purchase prices were about equally distributed among stores in high and low income areas. To a large extent, such deviations appeared to be due to the item not being marked with the advertised price. As survey personnel were not given a list of advertised items and prices before they shopped, corrections were not requested at the checkout counter.

Quality of Meat Purchased

Frankfurters, ground beef (centrally ground and packaged in casings and store ground and packaged), and pork chops were subjected to laboratory analyses for various quality factors. Important among these were tests for fat content in ground beef and added moisture in frankfurters. Pork chops were tested for percentage bone and fat.

Ground beef, in casings, centrally ground and packaged, was available in sample stores in only three of the six cities. Of the 47 products tested, only two exceeded the level of 30 percent given in the Federal standard. One of these averaged 31.1 percent fat; the other 32.8 percent.

As beef, ground, packaged, and sold in an individual store is not subject to Federal meat inspection, it is not required to meet the USDA standard for fat. For comparative purposes, however, these products were tested. Of the 120 samples of ground beef (store ground) purchased, only 4 percent contained more than 30 percent fat. The largest share of the samples (82 percent) contained between 20 and 30 percent fat, which is considered normal. Of the remaining, 12 percent would be considered lean and 2 percent extra lean. Seven percent of the samples purchased in low income area stores were above the 30 percent level compared with 2 percent from high income stores. On the other hand, about 22 percent of the products from high income stores were lean or extra lean compared with 7 percent from low income area stores.

Of the 244 samples of frankfurters tested, only 13 contained more than the Federal tolerances allowed for water added. 1/ Of these, seven were the same brand and purchased from sample stores in the same city. Eight of the 13 samples were from stores located in high income areas.

Fat content in pork chops showed a wider range among high than low income stores. On the average, however, it was slightly higher in products from low income stores though not enough so to be considered statistically significant.

Characteristics of Stores

Subjective descriptions by survey personnel indicated that sample stores in the low income areas were located in older and less well kept neighborhoods and, usually, near business or industrial sections of the city. High income area stores were less likely to be in congested areas. They were usually in sections with more apartments and single dwelling units.

Each sample store was subjectively rated as to relative size, arrangement, variety of merchandise, and general appearance. Most sample stores were rated as satisfactory regardless of the income area in which they were located. Some low income area stores were described as smaller and were given lower ratings for one or two characteristics. There were instances, also, where high income stores received lower ratings on specific characteristics. Ratings showed no consistent pattern of differences between stores in high and low income areas.

SCOPE OF DATA

These findings are based on data obtained in a sample of chainstores in six cities on February 8 and 9, 1968. These dates were selected to represent a time period when the patronage of retail food stores by Food Stamp participants and welfare recipients was likely to be relatively high. Because of variations among cities in the dates Food Stamps and checks to welfare recipients are issued, a single time period that would be optimum in this respect in all cities could not be assured.

In examining data, it should be recognized that they reflect the pricing practices of only those chains included in the survey. Also, the classification of a chain in a city as Chain 1 or Chain 2 has no relationship to the same code classification in another city. For example, Chain 1, in City 1, should not be assumed to be the same corporate firm as Chain 1 in City 5. Likewise, Brand I or Brand II of a specific item in one chain cannot be equated with Brand I or Brand II of the same item in another chain. The survey was designed to draw comparisons between stores of the same chain located in high and low income areas. It was not designed to draw comparisons among chains.

Products purchased were carefully selected to represent kinds commonly used by families. Items purchased were rigidly controlled as to brand and unit in all stores of the same chain.

1/ See page 15 for statement of Federal regulations for determining infractions of standards for added moisture in frankfurters.

PRODUCTS PURCHASED

A list of 17 kinds of foods to be purchased was prepared and two brands were designated for each package and canned product. Shown below is the list of foods purchased and the units initially specified:

1. Milk, whole, grade A, homogenized, Vitamin D added, 1 quart
2. Margarine, regular, quarter-pound sticks, 1 pound
3. Eggs, grade A, large size, 1 dozen
4. Baby food, vegetables, strained, three 4½-oz. jars
5. Green beans, cut, canned, one #303 can
6. Fruit cocktail, heavy syrup, canned, one #303 can
7. Evaporated milk, unsweetened, canned, one 14½-oz. can
8. Rice, long grain, 1-pound package
9. Flour, white, all purpose, enriched, 2-pound package
10. Sugar, white, granulated, 2-pound package
11. Bread, white, enriched, sliced, 1-pound loaf
12. Coffee, regular grind, 1-pound can
13. Frankfurters, all meat, skinless, 1-pound package
14. Ground beef (centrally packed in casings), 1 pound
15. Ground beef (store ground and packed), smallest quantity and lowest price per pound available
16. Pork chops, rib, fresh, smallest quantity available in package
17. Chicken, fryers, whole ready-to-cook, smallest size available which was labeled fryers. (Usually between 2 and 3 pounds.)

CONDUCT OF SURVEY

Prior to the survey, supervisors in each city visited at least one nonsample store of each chain and purchased some items. This was to check on availability of brands and units originally specified. If any of these were not stocked, brands and units were changed to include those most likely to be found in stores of the chain. Once this was done, brands and units were kept constant. Except for cuts of pork chops, no substitutions of any kind were permitted.

Buyers were instructed to purchase in the same manner as if they were shopping for themselves. Chain or store management had no previous knowledge of this survey and no buyer was questioned as to his purchases.

Each buyer was instructed to purchase a given number of units of the specified items and to select price-marked items when available. If an item was not marked, the shelf price was entered in a space provided on a shopping list. When neither price was shown, unmarked items were placed together and the prices charged were observed during checkout operations. These were identified later on the shopping list. Buyers were to question any errors detected at the checkout and ask for adjustments. These, also, were identified later on the shopping list.

During the survey, each buyer was given store assignments in both high and low income areas and all purchases in the sample stores of a chain were made on the same day. After leaving one store and before going to another, a code assigned to the store was put on the cash register tape and on grocery bags. Items not available were listed on a card. Each store was rated as to size--small, medium, or large--the variety of products available, and general appearance as to layout, neatness, and cleanliness. Observations also were recorded as to the character and appearance of the neighborhood in which the store was located.

Twice daily, purchases were brought to a central location where cash register tapes were checked, prices recorded, and meats to be sent to the laboratory for quality analyses were put into individual plastic bags and refrigerated.

SURVEY DESIGN

For the survey, six cities were selected on the basis of population and location throughout the United States. All cities had low income areas and the Food Stamp Program was in operation in five. The sixth city was selected to get information on price comparisons between high and low income areas of a city not in the Food Stamp Program. All six cities had poverty areas delineated by the Office of Economic Opportunity.

In each city, chains were chosen that had a relatively high share of the market. No effort was made to include the same national chain in more than one city. An effort was made, however, to include a regional or local chain along with a national chain when possible.

Lists of stores within chains were obtained from route lists, telephone directories, city directories, Food Stamp redemption lists, and shopping center maps.

After lists of stores were compiled, each store was plotted, by address, on a map of the city. These locations were checked against the zip code directory and map, and against telephone numbers where possible. Poverty areas as shown in the publication Maps of Major Concentrations of Poverty in Standard Metropolitan Statistical Areas of 250,000 or More Populations were outlined on each map. ^{2/} A list of stores authorized to redeem Food Stamps was obtained which provided dollar values of stamp redemptions during July-September 1967. These levels were used as indicators of stores serving lower income persons.

Within each city, stores were divided into two strata on the basis of (1) location in relation to low income areas, and (2) Food Stamp redemption rates. Stratum one contained stores which were generally outside poverty areas and had low to zero redemption rates. These are referred to as high income stores. Stratum two contained stores in or near poverty areas, having moderate to high redemption rates. These are referred to as low income stores. In the one city without a Food Stamp Program, stores of each chain were grouped on the basis of their location in relation to poverty areas designated by the Office of Economic Opportunity. In the five cities that have a Food Stamp Program, stratum two stores were substratified to assure proportionate representation of the different redemption levels. For each chain in each city a simple random sample was selected from stratum one and from substrata of stratum two. Except for Chain 2 in City 5, 12 stores were chosen for each chain. Six of these were in each stratum.

Sample stores were given a four-digit code designating city, chain, stratum, and store within stratum. Alternate stores meeting the same sample requirements were selected to replace any in the primary sample that had discontinued operations at the specified location.

STATISTICAL ANALYSES OF DATA

In accordance with the purpose of this survey, the analyses of the price data were focused on two principal questions:

(1) Considering each individual item purchased in a chain, was the difference in average price paid in high and low income areas statistically significant? ^{3/} The

^{2/} Maps of Major Concentrations of Poverty in Standard Metropolitan Statistical Areas of 250,000 or More Populations (vols. 1-3), U.S. Bureau of Census for Office of Economic Opportunity, 1966 (using 1960 census data).

^{3/} The reader should be aware of the difference between "statistical significance" and the common meaning of significance. A difference can be statistically significant but might not be large enough to be important from a consumer's point of view and vice versa, a difference that is important to a consumer might not be statistically significant, which means the difference is primarily a result of random variation.

t-test was used to test the null hypothesis of no difference between average prices in high and low income areas. The differences which were less than 0.5 cent were assumed to be insignificant, that is, the differences were not "tested". Results of the t-tests show that of the 326 comparisons only five were significant. Statistically speaking, one would expect more than five significant t-values even if the null hypothesis were true for every one of 326 comparisons. Hence, in a probability sense the five significant comparisons should not be considered as evidence of difference in pricing practice between high and low income area stores, except that four out of the five occurred in the same chain.

(2) Considering all items purchased in a chain, was there a significantly larger number of items for which higher average prices were paid in either high or low income stores? That is, do the differences between stratum average prices paid tend to balance out, or does one stratum have an unusually large number of higher average prices? To ascertain this, a sign test and the more exact Wilcoxon's signed rank test were run on each chain. The sign test did not disclose any significant differences. Wilcoxon's signed rank test showed a tendency toward higher prices among low income stores in only one chain. Excluding this chain, one can say that the number and magnitude of price differences found among items within each chain could be explained by random variation.

Analysis of Meat Quality Factors.--To provide an identification of comparative quality, the meat items purchased, with the exception of fryers, were subjected to laboratory examinations. The following information was obtained for each product tested:

Frankfurters--percentage of total protein, total water, and water added.
Ground beef (store ground and in casings)--percentage of total protein, total water, water added, and fat.
Pork chops--percentage of total fat and total bone.

Statistical tests similar to those used on prices paid were applied to differences between high and low income area stores for important meat quality factor measurements. These important factors were, for frankfurters, percentage of water added; for ground beef, percentage of fat; for pork chops, percentage of bone and of total fat.

FINDINGS BY CHAINS AND BY CITIES

As there was some variation in prices paid, quality of meat purchased, and characteristics of individual stores among chains, a few highlights relating to each are presented in this section. Tables at the end of this report provide more detailed information.

City 1

Chain 1--A high degree of price uniformity existed among stores. For the 24 items purchased in this chain, the average price paid in high and low income stores was identical for 18 and varied by a cent or less for all but one of the others. Variations were principally due to higher or lower prices charged by one or two stores. For example, the average price paid for Brand II all-purpose white flour was 29.2 cents for a 2-pound package in high and 30.2 cents in low income stores. The difference was largely due to a 26-cent price charged in one high income store. The difference between average prices paid in high and low income stores was not statistically significant for any items purchased in this chain.

Examination of the most usual price paid for an item in these stores showed about an equal share of prices were higher (1.9 percent) or lower (2.2 percent).

Considerable variation was observed in the factors used to compare meat quality in high and low income stores. The fat content of pork chops ranged from around 18 to 37 percent among low income stores and from 18 to 34 percent in high income stores. Bone content of this product ranged from 17 to 21 percent in low income stores and from about 13 to 25 percent in high income stores. Similar variations were found for other products. However, there appears to be no direct relationship between these variations and the area in which stores were located. Fat content of ground beef (store ground) exceeded 30 percent in a sample from one low income store. Tests for water added in frankfurters showed that all samples fell within approved tolerance limits.

High income area stores were rated slightly better than low income ones in all observed characteristics--size, variety, neatness, cleanliness, general layout. However, store ratings varied considerably within each income group.

Chain 2--A high degree of price uniformity was found among stores. For the 27 items purchased, average price paid in high and low income stores was the same for 17 items. For the remaining items six were lower in low income stores. In many instances the difference in average price paid was attributable to one store. For example, fryers were priced at 39 cents per pound in all but one sample store, where 35 cents was charged. Also, the availability of packages with cents-off labels resulted in price variation in average prices of both brands of margarine.

For almost 10 percent of the 285 individual purchases made, prices paid were either higher or lower than the most usual price.

Meat quality does not appear to be related to income area. There was considerable variation among stores in the various quality measures but averages for high and low income stores were close. For example, the fat content of pork chops ranged from 27.9 to 32.2 percent in low income stores and from 26.3 to 33.6 percent in high income stores, with the average about the same (30 percent) for both groups of stores. The fat content of ground beef (store ground) exceeded 30 percent in one low income area store.

There was little difference in the ratings of high and low income stores of this chain. Overall, however, ratings would slightly favor the low income area stores.

City 2

Chain 1--Packages with a cents-off label for the two brands of margarine were not available in all stores in this chain. This resulted in some variation among stores in prices charged. Both brands of evaporated milk had the same price, 4/69 cents. Although only one can of each brand was purchased, most cashiers combined the purchases of these two items and rang them up as one item at 35 cents. This resulted in a 17½-cent price paid for each can. However, one cashier rang each item up separately at 18 cents. In many instances a higher or lower price in one store was principally responsible for any difference between high and low income stores in average price paid for an item. Statistical tests indicated no significant difference between the average prices paid in high and low income stores for any item.

For all products purchased, prices paid differed from the most usual price for one out of 10 purchases. More variation was accounted for by lower than higher prices.

Fat content of ground beef, both store ground and in casings, was below 30 percent for all purchases made in this chain. Fat content of ground beef varied considerably among stores but showed a wider range in high income stores. However, there was a difference of less than 2 percentage points in the average fat content of ground beef in high and low income stores. Tests for water added in frankfurters showed that all samples fell within approved tolerance limits.

With the exception of one small store in the low income area that offered only limited variety, there was virtually no difference observed in size, neatness, cleanliness, or variety offered among stores in the two income areas.

Chain 2--The average price paid in high and low income stores was identical for only eight of 27 items purchased in this chain but for 15 items the price difference was 1 cent or less. The difference in average price between high and low income stores exceeded 1 cent for only four items. One of these items was pork chops, which were priced at 95 cents per pound in 10 stores but 73 cents in one store. This one lower price resulted in a 3.7-cent lower average price in low income stores. There were several other instances where a special in one store, a different interpretation or availability of a cents-off label, or cashier error was primarily responsible for the variation in prices among stores. However, these variations were largely random with price differences favoring stores in each income group about equally.

For the 303 purchases in this chain, six prices paid were higher and 15 lower than the most usual price.

For most items, the variation of quality factors among stores was greater than between stores by income group. For pork chops, there was considerable range in percentage of fat among both low and high income stores, with average fat content (28 percent) only slightly higher in low than in high income stores (26.7 percent). However, the percentage of bone in pork chops purchased in high income stores was significantly higher, averaging 22.2 percent compared with 17.5 percent in low income stores. All samples tested showed that water added in frankfurters fell within approved tolerance limits.

All stores shopped in this chain received similar ratings. The low income area stores had a slight edge in every category except size, which was the same for all stores.

City 3

Chain 1--The average price paid for 13 of 25 items purchased in this chain was identical in high and low income stores. Seven items of the remaining 12 varied 0.4 cent or less between high and low income stores. The average price for Brand II frankfurters was 3.7 cents higher in low income stores but this was due to the combination of a higher price in one low income store and a checker error resulting in a 10-cent undercharge in one high income store. Eggs averaged about 1.4 cents higher in high income stores. Three different prices were paid for eggs in the six low income stores.

Instances of price variation among stores, while fairly numerous, were random and tended to be offsetting. Of the 12 items where there was a difference in average prices paid, six were higher in high income stores and six were higher in low income stores.

Prices paid differed from the most usual price for 25 of 290 purchases. Prices were higher than the most usual price in seven instances but lower in 18 instances.

No significant difference was apparent in the quality of either Brand I or Brand II frankfurters purchased in high and low income stores. None exceeded the Federal tolerances for water added. Fat content of ground beef (store ground) averaged significantly higher in low income than in high income stores. Quality of pork chops appeared not significantly different in high and low income areas.

Stores of this chain were rated about equal in both income areas. Stores in both income groups received ratings ranging from poor to well kept for neatness and from fair to average for cleanliness.

Chain 2.--Just prior to the time that buying was to begin it was found that several of the stores selected for this chain were part of a separate operation under a different name. These stores stocked different private and regional labels for some products and, more importantly, had a different pricing policy. Since time did not permit selection of a new sample of stores which would include only stores operating under the same name, purchases were made in the sample stores selected, but with appropriate shopping lists for each type of operation.

It was determined under these circumstances that prices would be tabulated and examined separately for each item, with Chain 2A representing one operation and 2B the other. Sample stores of Chain 2A included stores 3211, 12, 13, 14, and 16 in the high income area and stores 3221 and 3222 in the low income area. In Chain 2B there was only one store, 3215, in the high income area but four stores, 3223, 24, 25, and 26, in low income areas.

For items purchased in Chain 2A there was little price difference between high and low income stores. Of the 24 items purchased, 17 had identical average prices in the five high and two low income area stores. Variation was slight with five items priced higher in high income stores and two higher in low income stores.

In Chain 2B, with only one store in the high income area, the base for price comparison is limited. In addition, fewer items were purchased. However, a strong pattern of price uniformity among stores was observed for the items purchased. For both Chains 2A and 2B, price actually paid and the most usual price were the same for over 94 percent of all transactions.

Quality measurements for meat items are not shown by separate tabulations for each store operation except for ground beef (in casings). Comparisons of quality between high and low income area stores of Chain 2A and of Chain 2B may be made by identifying stores in each operation.

Brand I frankfurters available only in Chain 2A showed considerable variability in quality among stores. Water added ranged from 5 percent to over 15 percent. In four of seven stores this brand exceeded Federal tolerances for water added. On the other hand, Brand II frankfurters available in all stores of Chains 2A and 2B showed little variation in quality.

The fat content of ground beef (in casings) purchased in Chain 2A was significantly higher in the two low income than in the five high income stores. A fat content of more than 30 percent was found in one low income area store. Fat content of ground beef (in casings) was fairly uniform in all Chain 2B stores.

Sample stores in each income area were rated about the same in both Chains 2A and 2B. Overall, high income area stores were given a slight edge over low income stores.

City 4

Chain 1.--For the 25 items purchased in this chain, prices paid averaged the same in high and low income stores for only three items--milk, bread, and Brand I rice. For 10 items there was less than 1 cent difference in the average price paid in high and low income stores. Twelve items had a price difference ranging from 1 to almost 4 cents. Nineteen items were priced higher in low income stores and only three were higher in high income stores. Statistical tests indicate that significantly more items were priced higher in the low income stores than in the high income stores.

Other statistical tests indicate that for four of the 25 items purchased in this chain, a significant difference existed between the average price paid in high and low income stores. The average price was higher in low income stores for each of these

items. The items were green beans, Brand I, 3.8 cents higher; flour, Brand I, 1.7 cents higher; flour, Brand II, 1.3 cents higher; and frankfurters, Brand I, 3.0 cents higher.

For green beans, Brand I, the same price (17 cents) per 303 can was paid in all high income stores. However, in low income stores prices ranged from 17 to 23 cents, with 23 cents paid in three stores, 22 cents in one store, and 17 cents in two stores.

Both brands of flour were priced at 29 cents per 2-pound bag in all high income stores except one which charged 31 cents. On the other hand, in low income stores, prices ranged from 29 to 33 cents with most stores charging 31 cents.

For Brand I frankfurters there was a 3-cent difference between high and low income stores. This was due to a special price (lower) in one high income store and slightly higher prices in two low income stores.

With the exception of these four items, price differences between high and low income stores for other items appear to reflect some checker error but largely variable price marking of the same item among stores. Multiple pricing of items was practiced by this chain but the pricing unit as well as price per unit varied among stores.

A rather high percentage of prices (almost 31 percent) were either higher or lower than the most usual price. There were considerably more higher than lower prices.

One brand of frankfurters purchased in a high income area store exceeded the Federal tolerance for water added. The fat content of store ground beef, the only ground beef available, did not exceed 30 percent in any store and its average fat content was not significantly different in high and low income stores. Fat and bone content of pork chops averaged slightly higher in low income stores, but neither factor was significantly different.

Although most stores in both income groups were rated average or better in respect to most store characteristics observed, low income stores were rated slightly lower in respect to size, neatness, cleanliness, and general layout.

Chain 2--Of the 27 items purchased in this chain, the average price paid in high and low income stores was identical for seven. Of the remaining 20 items, 13 were priced higher in high income and seven higher in low income stores. There was an average price difference of 1 cent or less for 14 items.

There was no significant difference between high or low income stores in the number of times a higher price was paid for an item. Neither was the difference in average price paid for any item significantly higher or lower in one group of stores.

Most of the variation in prices paid was random. Often price variation in one store was primarily responsible for any difference between the two groups of stores in average price paid for an item. For example, whole fryers were advertised at 29 cents per pound in this chain, but one store charged 39 cents, the apparent presale price. This one higher price resulted in a 2.5-cent higher average price for fryers in high income stores. Fryers were not purchased in two stores because they were displayed or available only in packages containing two birds.

This chain multiple priced most of its items and different interpretations of these prices resulted in a considerable number of slight price differences. For example, 14½-ounce cans of Brand I and Brand II evaporated milk were priced at 4/69 cents in most stores. One can of each brand was purchased by the buyer. However, in

some stores the cashier rang both brands as one 35-cent item resulting in a price paid of 17½ cents per can. Other cashiers rang each brand up as a separate item resulting in a price of 18 cents.

For the 305 individual prices paid in this chain, 17 percent differed from the most usual price. A higher percentage of this variation reflected lower prices. This was particularly true in low income area stores.

Quality factors determined by laboratory examination for the meat products purchased in this chain showed no marked difference between high and low income stores. All samples of both brands of frankfurters fell below the Federal tolerances for water added. Ground beef (store ground) was below 30 percent in fat content in all stores except one low income store (31.3 percent). However, there was no significant difference in the average fat content of ground beef--25.6 percent in low income stores and 22.5 percent in high income stores. Fat content of pork chops averaged lower in low income stores (21.7 percent) than in high income stores (25.4 percent). On the other hand, bone content of pork chops was higher in low income stores (25.4 percent) than in high income stores (20.5 percent).

Stores in this chain were rated about equally in respect to size, variety offered, neatness, cleanliness, and general layout.

City 5

Chain 1.--For 15 of the 27 items purchased in stores of this chain, the average price paid was identical in high and low income areas. For items having price differences, eight averaged greater in high and four were greater in low income stores. In many instances, a higher average price for an item reflected price variations in only one or two stores. The number of instances in which prices were higher in high or low income stores was not significantly different.

For the 12 items for which average prices differed in high and low income areas, eight varied less than 1 cent. The only item for which the average prices paid were significantly different was Brand I frankfurters, which averaged 3.3 cents higher in high income stores. Prices paid ranged from 55 to 63 cents, but four out of six high income stores charged 59 cents while five out of six low income stores charged 55 cents for this item. Many instances of price variation among stores can be attributed to cashier error or ringing up two multiple priced items as one transaction. The last instance is illustrated by evaporated milk where both brands were priced at 2/35 cents. The purchase of one can of each brand was rung up as one 35-cent item in all but one store where 18 cents was charged for each item.

Almost 12 percent of the prices paid for items purchased in this chain differed from the most usual price. Prices paid varied less frequently in low than high income stores.

Based on laboratory analysis, quality of meat items purchased in this chain was not significantly different between high and low income stores. Brand II frankfurters were available in only three of the six high income stores, but for purchases in one of these stores, water added was in excess of tolerances allowed in Federal standards. Moisture was lost from bags containing store ground beef samples purchased in all but three stores of this chain and could not be analyzed for quality. Fat and bone content of pork chops varied among stores but averaged about the same in both groups of stores.

Low income stores received a slightly lower rating than high income stores. For example, no low income store was rated as having an extensive variety in items offered, but three high income stores were given this rating.

Chain 2.--Purchases were made in only three stores of this chain, one in high and two in low income areas. Based on this limited number of store observations, average prices were identical in all stores for 20 items bought; higher in low income stores for four items; and higher for three items in the high income store. Both brands of flour and the one brand of sugar on the shopping list from this chain were unavailable in 2-pound units. Five-pound bags of each were priced but not purchased.

About one out of 10 prices differed from the most usual price in the chain.

Water added was below Federal tolerances in all purchases of frankfurters. For the one high income store, fat content of store ground beef exceeded 30 percent by 1.6 percent. In the low income stores, fat content was 30.2 and 23.6 percent.

The one store in the high income area was given a high rating in all store characteristics observed. Stores in the low income area were rated slightly below the high income area store.

City 6

The Food Stamp Program was not operating in this city and stores were selected on the basis of their location in respect to poverty areas designated by the Office of Economic Opportunity.

Chain 1.--For the 26 items purchased in this chain, prices averaged the same in high and low income stores for eight items. For all other items the average price paid differed less than 2 cents and for half the items a fraction of a cent. Higher average prices were paid in high income stores for 12 items and in low income stores for six. However, because of small differences in average price, the greater number of higher average prices in high income stores was not significant. In many instances differences in average price between high and low income stores can be attributed to price variation in one or two stores rather than consistently lower or higher prices for all stores of an economic group. For example, Brand II evaporated milk was advertised at 10 cents per can during the study period. In all high income stores it was price marked at 14 cents but the cashiers charged the advertised price of 10 cents in all but one store. In low income stores this brand was price marked at prices ranging from 13 to 15 cents. The advertised price of 10 cents was charged in four stores but a higher price was charged in the other two stores. In one of these stores the cashier rang up both Brands I and II evaporated milk as one item for 32 cents resulting in a 16-cent price paid for Brand II.

More instances were found in low than high income stores where prices paid differed from the most usual price. However, price differences in low income stores were about equally represented by higher and lower prices.

Laboratory findings showed no major differences in the quality of the meat items purchased in high and low income stores of this chain. There was a narrow range among stores in water added for Brand I frankfurters. Brand II frankfurters showed more variation, with water added exceeding Federal tolerances in five out of the 12 sample stores, three in high and two in low income areas. Average fat content of ground beef, store ground and in casings, was very close in high and low income stores. Percentages of fat and bone in pork chops averaged about the same in high and low income stores.

Ratings given sample stores were quite similar for both income areas.

Chain 2.--There were only 11 stores in the sample for this chain. No alternate store was available.

Of the 26 items purchased in this chain, the average price paid was identical for 12 items. Six items were higher priced in high income stores and eight were higher in

low income stores. Ten items differed less than 1 cent with the remaining varying from 1 cent to almost 5 cents. The highest difference in average price (4.8 cents) was for Brand II frankfurters. It resulted from a special price of 45 cents in a single store compared with 69 cents in all other stores. A cents-off label on margarine apparently resulted in some price variations among stores. Because of the randomness of the price variation there was not a significant difference between high and low income stores in the average price paid for any items.

For the 266 purchases made in this chain only about 8 percent were made at prices that differed from the most usual price. Prices that varied were more frequently higher than the most usual price.

Percentage of water added exceeded Federal tolerances for Brand II frankfurters in two out of nine stores. For both brands percentage of water added was significantly higher in low than high income stores.

The fat content of store ground beef and ground beef in casings averaged about the same in high and low income stores although the ground beef in casings purchased in one low income store had a fat content of 31.1 percent. Fat and bone content of pork chops varied among stores but was not significantly different in high and low income stores.

Low income area stores were generally rated lower than high income stores in respect to all store characteristics observed.

FEDERAL REGULATIONS FOR DETERMINING INFRACTION OF STANDARDS

EXCERPT FROM MANUAL OF MEAT INSPECTION PROCEDURES OF THE U.S. DEPARTMENT OF AGRICULTURE, CONSUMER AND MARKETING SERVICE, MEAT INSPECTION; REVISED MARCH 31, 1967

Section 318.70 (J) Preparation--Sampling, Samples

J. All procedures in sampling should be so carried out as to provide the laboratory with as nearly representative a sample as is possible under practical operating conditions. Since no practical method of sampling can be considered entirely free from potential error, the inspector must evaluate the report he receives from the laboratory with full recognition of this possibility of error. There is bound to be a range in moisture content through a production of a batch of cooked sausage and instances where nonfat dry milk or cereal has not been uniformly distributed through the product. It is not probable that any one sampling by an inspector of a batch of product will truly represent the entire production of that particular kind of sausage. The inspector therefore must make allowances for such probability. Naturally, a laboratory report indicating that a sample of cooked sausage contains an amount of moisture, cereal, or nonfat dry milk considerably in excess of the Regulations limitation should be interpreted as a clear indication that the plant's production methods are faulty and immediate correction should be required. By contrast with this, when sample reports show the presence of excessive added moisture, cereal, or nonfat dry milk within narrow limits, the inspector may consider it necessary to obtain additional sample analyses of the sausage before he decides whether or not the methods used by the establishment will produce cooked sausage that conforms with the Regulations.

In addition to the above-mentioned variations, normal variations in laboratory analytical results is also a factor to be considered. The variations have been characterized in a collaborative study by Meat Inspection and industry laboratories. On the basis of this study, moisture in a single sample might be expected (95 percent probability) to vary by plus or minus 2 percent.

Examples:

<u>Added Moisture by Analysis (Percent)</u>	<u>Range of Added Moisture (95 Percent Probability) (Percent)</u>
9	7 to 11
10	8 to 12
11	9 to 13
12	10 to 14

Interpretation:

1. Analytical Result over 12 percent. The inspector should require immediate corrective action to reduce the moisture content of the sausage.

2. Analytical Result 11 to 12 percent. The inspector should carefully review all details of the moisture control routines. Changes in formulation or manufacture need not be required unless the review indicates that the added moisture has been increased due to changes in production. Additional samples of product from subsequent lots should be taken and if the results of two consecutive samples fall in this range, the inspector should take action as outlined in "1."

TABLES

Tables are arranged in the following order:

Characteristics of stores
Number of items purchased
Variations from the most usual price paid
Individual prices paid
Results of laboratory analyses of quality factors

The following procedure was used in coding:

First digit: City (1 to 6)

Second digit: Chain (1 and 2)

Third digit: Income areas (1 and 2)

Fourth digit: Sample store code

1112 = City 1, Chain 1, high income area, sample store 2.

On tables showing prices paid for items in individual stores, city and chain are identified in the title. Stores and income areas are identified by the last two digits, as store 11, 12, or 13 instead of 2111, 2112, and 2113.

An asterisk (*) by the title or near a product designation indicates that additional information is given at the end of the table.

List of Tables

<u>Tables</u>		<u>Pages</u>
1	Observed characteristics of sample chainstores located in high and low income areas, by city, February 8 and 9, 1968	18
2	Number of items purchased in sample chainstores located in high and low income areas, by city, February 8 and 9, 1968	19-21
3-20	Total number of prices noted and percentage of prices higher and lower than most usual price paid in sample chainstores, 6 cities, February 8 and 9, 1968, all items and by product class	22-39
21-33	Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968, by city, chain, and item.	40-97
34-35	All meat franks: Percentage of protein and water in products purchased in sample stores of two chains, February 8 and 9, 1968, by city, chain, and store	98-104
36-37	Ground beef, in casings: Percentage of protein, water, and fat in products purchased in sample chainstores, February 8 and 9, 1968, by city, chain, and store.	105-107
38-39	Ground beef, store ground: Percentage of protein, water, and fat in products purchased in sample stores of two chains, February 8 and 9, 1968, by city, chain, and store	108-111

TablesPages

40-41 Pork chops: Percentage of fat and bone in products purchased in sample stores of two chains, February 8 and 9, 1968, by city, chain, and store	112-115
--	---------

Table 1.--Observed characteristics of sample chainstores located in high and low income areas, by city, February 8 and 9, 1968

		City 1			City 2			City 3			City 4			City 5			City 6		
		Chain 1 : Chain 2 : Chain 1 : Chain 2																	
Characteristics of stores		High:Low:High:Low			High:Low:High:Low			High:Low:High:Low			High:Low:High:Low			High:Low:High:Low			High:Low:High:Low		
No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.
<u>Size:</u>																			
Small.....	1	0	1	0	0	1	0	0	1	1	0	0	1	2	0	0	0	1	2
Medium.....	2	5	4	5	0	1	0	0	4	3	2	2	3	2	0	2	2	0	2
Large.....	3	1	1	1	6	4	6	6	1	2	4	4	2	6	6	3	1	0	4
<u>Variety offered:</u>																			
Limited.....	1	1	0	0	0	1	0	0	1	1	0	0	1	1	0	0	0	0	1
Average.....	3	4	3	4	0	0	3	1	5	5	4	4	2	2	5	0	2	3	4
Extensive.....	2	0	2	2	6	5	3	4	0	0	2	1	3	3	4	5	0	1	0
	1/																		
<u>Neatness:</u>																			
Poor.....	1	2	0	0	0	1	0	0	1	2	0	0	0	1	2	0	0	0	1
Average.....	3	4	4	3	0	1	2	0	4	3	1	4	2	2	2	2	1	1	2
Well kept.....	2	0	2	3	6	4	4	6	1	1	5	2	4	1	4	2	1	1	4
18																			
<u>Cleanliness:</u>																			
Fair.....	2	3	0	1	0	0	0	0	3	3	0	1	0	2	3	0	1	3	0
Average.....	0	3	2	0	0	4	2	2	3	3	3	4	3	4	2	3	0	1	5
Excellent.....	4	0	4	5	5	2	3	4	0	0	3	1	3	0	1	2	0	1	0
	1/																		
<u>General layout:</u>																			
Poorly arranged.....	1	3	1	0	0	1	1	0	0	0	0	1	1	2	1	0	1	0	0
Average.....	1	3	0	0	0	0	0	0	0	1	0	0	1	0	2	0	0	3	3
Well arranged.....	4	0	5	6	5	5	5	6	6	5	6	5	4	3	5	4	5	1	1
	1/																		
<u>Stores in sample.....</u>	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	1	2	6
																			5

1/ No data from one store.

Table 2 . . . Number of items purchased in sample chainstores located in high and low income areas, by city,
February 8 and 9, 1968

Products and income areas	City 1		City 2		City 3		City 4		City 5		City 6		Total	
	Chain:Chain 1 : 2		Chain:Chain 1 : 2		Chain:Chain 1 : 2		Chain:Chain 1 : 2		Chain:Chain 1 : 2		Chain:Chain 1 : 2		All cities	
	No.	No.	No.	No.										
Milk, whole:														
High income	6	6	6	12	6	6	3	6	6	1	6	6	6	70
Low income	6	6	6	12	6	6	4	6	6	2	6	5	5	71
Margarine:														
High income	12	11	12	12	12	12	12	12	11	2	12	10	10	129
Low income	12	12	12	12	12	12	12	12	11	4	12	10	10	133
Eggs, large:														
High income	6	5	6	6	6	6	6	6	6	1	6	6	6	66
Low income	6	4	6	6	6	5	6	6	6	2	6	4	4	63
Baby food, strained: ¹⁹														
High income	11	12	12	12	12	12	10	12	11	6	2	12	12	124
Low income	12	12	12	12	12	12	8	12	12	6	4	12	12	124
Green beans, cd:														
High income	12	11	12	9	11	12	12	10	10	10	2	12	12	126
Low income	9	12	12	9	12	11	4	11	11	11	4	12	12	116
Fruit cocktail, cd:														
High income	12	7	12	11	12	11	10	12	12	10	2	12	11	124
Low income	12	11	12	12	12	11	8	11	12	11	3	12	10	125
Evaporated milk:														
High income	12	12	12	12	12	12	12	11	12	12	2	12	12	133
Low income	12	11	11	12	12	12	12	12	12	12	4	12	10	132

Continued

Table 2 --Number of items purchased in sample chainstores located in high and low income areas, by city,
February 8 and 9, 1968--Continued

Products 1/	City 1		City 2		City 3		City 4		City 5		City 6		Total	
	No.	No.	No.	No.										
Rice:														
High income	9	11	12	4	6	6	9	10	11	2	5	6	5	91
Low income	10	11	11	4	6	6	12	12	12	4	5	5	5	98
Flour, white, all-purpose:														
High income	11	9	6	6	12	6	12	12	11	2	12	11	9	110
Low income	11	9	5	6	12	6	11	12	11	4	11	11	9	107
Sugar, white, granulated:														
High income	5	12	12	12	6	6	6	10	12	1	6	6	5	94
Low income	5	12	11	12	6	6	6	8	10	2	6	6	5	89
Bread, white:														
High income	6	4	10	12	9	3	5	11	12	2	12	11	9	97
Low income	6	3	11	12	11	5	5	9	10	4	12	11	9	97
Coffee, ground, regular:														
High income	5	12	6	12	11	12	12	12	11	9	2	12	10	115
Low income	6	11	6	12	10	12	11	11	11	4	12	12	9	115
Franks, all meat:														
High income	10	11	11	11	11	8	12	12	12	9	2	12	10	122
Low income	11	11	11	11	12	8	11	12	12	4	12	12	6	121

Continued

Table 2.--Number of items purchased in sample chainstores located in high and low income areas, by city, February 8 and 9, 1968--Continued

Products ^{1/} and income areas	City 1		City 2		City 3		City 4		City 5		City 6		Total	
	Chain:Chain 1 : 2		Chain:Chain 1 : 2		Chain:Chain 1 : 2		Chain:Chain 1 : 2		Chain:Chain 1 : 2		Chain:Chain 1 : 2		All cities	
	No.	No.	No.	No.										
Ground beef, (casings):														
High income	0	0	5	0	0	5	0	0	0	0	0	6	5	21
Low income	0	0	6	0	0	6	0	0	0	0	0	6	5	23
Ground beef, (store packed):														
High income	6	6	6	6	6	6	6	6	6	6	6	6	5	63
Low income	6	6	6	6	6	6	4	5	6	6	6	2	5	66
Pork chops:														
High income	6	6	6	5	6	6	6	6	6	6	6	1	6	65
Low income	6	6	6	6	6	6	6	6	6	6	6	2	6	67
Chicken fryers:														
High income	5	6	6	6	6	6	6	3	4	2	1	2	6	57
Low income	6	6	6	6	6	6	5	5	5	1	2	6	5	60
Total all items	270	285	299	303	290	253	277	305	281	77	308	266	3,214	

^{1/} See page 5 for general description of products and units purchased.

Table 3.--Items Purchased: Total number of prices noted and percentage of prices higher and lower than most usual price paid in sample chainstores, 6 cities, February 8 and 9, 1968

Products	All stores				High income area stores				Low income area stores			
	Total prices		Higher	Lower	Total prices		Higher	Lower	Total prices		Higher	Lower
	Total Number	Percent	Total Number	Percent	Total Number	Percent	Total Number	Percent	Total Number	Percent	Total Number	Percent
Milk, whole, Vit. D	141	0.7	1.4		70	1.4	2.9		71	0	0	
Margarine, regular	262	12.2	7.6		129	12.4	4.7		133	12.0	10.5	
Eggs, large	129	9.3	7.0		66	10.6	4.5		63	7.9	9.5	
Baby food, strained	248	3.2	9.3		124	3.2	9.7		124	3.2	8.9	
Green beans, cut, canned	242	9.1	4.1		126	7.1	4.0		116	11.2	4.3	
Fruit cocktail, canned	249	4.0	6.0		124	1.6	.8		125	6.4	11.2	
Evaporated milk, unsweetened	265	6.4	5.7		133	5.3	6.0		132	7.6	5.3	
Rice, long grain	189	4.8	6.3		91	2.2	5.5		98	7.1	7.1	
Flour, all purpose	217	9.7	2.8		110	3.6	2.7		107	15.9	2.8	
Sugar, white, granulated	183	4.9	1.6		94	5.3	1.1		89	4.5	2.2	
Bread, white	194	0.5	6.2		97	1.0	5.2		97	0	7.2	
Coffee, regular	230	1.3	6.5		115	0	7.0		115	2.6	6.1	
Franks, all meat, skinless	243	7.8	5.3		122	6.6	5.7		121	9.1	5.0	
Ground beef (in casing)	44	4.5	2.3		21	4.8	4.8		23	4.3	0	
Ground beef (store ground)	129	8.5	3.9		66	10.6	4.5		63	6.3	3.2	
Pork Chops	132	9.1	6.8		65	12.3	7.7		67	6.0	6.0	
Chicken, whole, fryer	117	2.6	3.4		57	3.5	3.5		60	1.7	3.3	
All items purchased	3214	6.0	5.4		1610	5.2	4.8		1604	6.7	6.0	

Table 4.--Milk, grade A, quart: Total number of prices noted and percentage of prices higher and lower than most usual price paid in sample chainstores, 6 cities, February 8 and 9, 1968

City and chain	All stores				High income area stores				Low income area stores			
	Total prices		Higher	Lower	Total prices		Higher	Lower	Total prices		Higher	Lower
	Number	Percent	Percent	Percent	Number	Percent	Percent	Percent	Number	Percent	Percent	Percent
City 1												
	Chain 1 - - - - -	12	0	0	6	0	0	0	6	0	0	0
City 2	Chain 2 - - - - -	12	0	0	6	0	0	0	6	0	0	0
	Chain 1 - - - - -	12	0	0	6	0	0	0	6	0	0	0
City 3	Chain 2 - - - - -	24	0	4.2	12	0	8.3	12	0	0	0	0
	Chain 1 - - - - -	12	0	0	6	0	0	0	6	0	0	0
City 4	Chain 2 - - - - -	12	0	0	6	0	0	0	6	0	0	0
	Chain 1 - - - - -	7	0	0	3	0	0	0	4	0	0	0
City 5	Chain 2 - - - - -	12	0	8.3	6	0	16.7	6	0	0	0	0
	Chain 1 - - - - -	12	0	0	6	0	0	0	6	0	0	0
City 6	Chain 2 - - - - -	3	0	0	1	0	0	0	2	0	0	0
	Chain 1 - - - - -	12	0	0	6	0	0	0	6	0	0	0
All stores in sample		141	0.7	1.4	70	1.4	2.9	71	0	0	0	0

Table 5.--MARGARINE, regular, quarters, pound: Total number of prices noted and percentage of prices higher and lower than most usual price paid in sample chainstores, 6 cities, February 8 and 9, 1968

City and chain	All stores			High income area stores			Low income area stores		
	Total prices		Higher	Total prices		Higher	Total prices		Higher
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
City 1									
Chain 1 - - - - -	24	0	20.8	12	0	8.3	12	0	33.3
Chain 2 - - - - -	23	21.7	0	11	27.3	0	12	16.7	0
City 2									
Chain 1 - - - - -	24	8.3	12.5	12	8.3	0	12	8.3	25.0
Chain 2 - - - - -	24	4.2	4.2	12	0	8.3	12	8.3	0
City 3									
Chain 1 - - - - -	24	4.2	8.3	12	8.3	0	12	0	16.7
Chain 2 - - - - -	24	12.5	0	12	16.7	0	12	8.3	0
City 4									
Chain 1 - - - - -	24	0	29.2	12	0	33.3	12	0	25.0
Chain 2 - - - - -	23	34.8	4.3	11	36.4	0	12	33.3	8.3
City 5									
Chain 1 - - - - -	22	4.5	4.5	11	0	0	11	9.1	9.1
Chain 2 - - - - -	6	16.7	0	2	0	0	4	25.0	0
City 6									
Chain 1 - - - - -	24	20.8	0	12	25.0	0	12	16.7	0
Chain 2 - - - - -	20	25.0	0	10	20.0	0	10	30.0	0
All stores in sample	262	12.2	7.6	129	12.4	4.7	133	12.0	10.5

Table 6...EGGS, fresh, grade A, dozen: Total number of prices noted and percentage of prices higher and lower than most usual price paid in sample chainstores, 6 cities, February 8 and 9, 1968

City and chain	All stores				High income area stores				Low income area stores			
	Total prices	Higher	Lower	Percent	Total prices	Higher	Lower	Percent	Total prices	Higher	Lower	Percent
	Number	Percent	Percent	Percent	Number	Percent	Percent	Percent	Number	Percent	Percent	Percent
City 1												
	12	8.3	0	0	6	0	0	0	6	16.7	0	0
Chain 1 - - - -												
Chain 2 - - - -	9	14.4	0	0	5	40.0	0	0	4	50.0	0	0
City 2												
	12	0	0	0	6	0	0	0	6	0	0	0
Chain 1 - - - -												
Chain 2 - - - -	12	0	8.3	6	0	0	16.7	6	0	0	0	0
City 3												
	12	0	41.7	6	0	0	16.7	6	0	0	0	66.7
Chain 1 - - - -												
Chain 2 - - - -	11	0	0	6	0	0	0	5	0	0	0	0
City 4												
	12	16.7	0	6	33.3	0	6	0	6	0	0	0
Chain 1 - - - -												
Chain 2 - - - -	12	0	0	6	0	0	0	6	0	0	0	0
City 5												
	12	0	8.3	6	0	0	0	6	0	0	0	16.7
Chain 1 - - - -												
Chain 2 - - - -	3	0	0	1	0	0	0	2	0	0	0	0
City 6												
	12	0	16.7	6	0	0	16.7	6	0	0	0	16.7
Chain 1 - - - -												
Chain 2 - - - -	10	50.0	0	6	50.0	0	4	4	50.0	0	0	0
All stores in sample	129	9.3	7.0	66	10.6	4.5	63	7.9	7.9	9.5	9.5	9.5

Table 7.--BABY FOOD, vegetables, strained, 4½-ounce jars: Total number of prices noted and percentage of prices higher and lower than most usual price paid in sample chainstores, 6 cities, February 8 and 9, 1968

City and chain	All stores			High income area stores			Low income area stores		
	Total prices	Higher	Lower	Total prices	Higher	Lower	Total prices	Higher	Lower
	Number	Percent	Number	Percent	Percent	Percent	Number	Percent	Percent
City 1									
	23	0	0	11	0	0	12	0	0
Chain 1 - - - -									
	23	0	0	11	0	0	12	0	0
Chain 2 - - - -									
	24	0	0	12	0	0	12	0	0
City 2									
	24	0	0	12	0	0	12	0	0
Chain 1 - - - -									
	24	0	0	12	0	0	12	0	0
Chain 2 - - - -									
	24	4.2	4.2	12	8.3	0	12	0	8.3
City 3									
	24	4.2	8.3	12	0	16.7	12	8.3	0
Chain 1 - - - -									
	18	0	0	10	0	0	8	0	0
Chain 2 - - - -									
	24	0	33.3	12	0	50.0	12	0	16.7
City 4									
	23	8.7	26.1	11	18.2	18.2	12	0	33.3
Chain 1 - - - -									
	12	0	33.3	6	0	33.3	6	0	33.3
Chain 2 - - - -									
	6	0	16.7	2	0	0	4	0	25.0
City 6									
	24	8.3	4.2	12	8.3	0	12	8.3	8.3
Chain 1 - - - -									
	22	9.1	0	12	0	0	10	20.0	0
Chain 2 - - - -									
	248	3.2	9.3	124	3.2	9.7	124	3.2	8.9
All stores in sample									

Table 8.--GREEN BEANS, cut, #303 can: Total number of prices noted and percentage of prices higher and lower than most usual price paid in sample chainstores, 6 cities, February 8 and 9, 1968

City and chain	All stores			High income area stores			Low income area stores		
	Total Prices Number	Higher Percent	Lower Percent	Total Prices Number	Higher Percent	Lower Percent	Total Prices Number	Higher Percent	Lower Percent
City 1	21	4.8	0	12	0	0	9	11.1	0
Chain 1 - - - - -	21	0	0	12	0	0	9	11.1	0
Chain 2 - - - - -	23	13.0	0	11	18.2	0	12	8.3	0
City 2	21	0	0	12	0	0	9	0	0
Chain 1 - - - - -	21	0	0	12	0	0	9	0	0
Chain 2 - - - - -	23	0	4.3	11	0	0	12	0	0
City 3	23	4.3	4.3	12	8.3	0	11	0	0
Chain 1 - - - - -	23	0	0	10	0	0	11	0	0
Chain 2 - - - - -	14	0	0	10	0	0	4	0	0
City 4	21	23.8	9.5	10	0	0	11	45.5	9.1
Chain 1 - - - - -	21	0	17.4	12	0	0	16.7	11	0
City 5	21	19.0	4.8	10	20.0	10.0	11	18.2	0
Chain 1 - - - - -	6	0	16.7	2	0	50.0	4	0	0
City 6	24	33.3	0	12	33.3	0	12	33.3	0
Chain 1 - - - - -	22	0	0	12	0	0	10	0	0
All stores in sample	242	9.1	4.1	126	7.1	4.0	116	11.2	4.3

Table 9.--FRUIT COCKTAIL, heavy syrup, #303 can: Total number of prices noted and percentage of prices higher and lower than most usual price paid in sample chainstores, 6 cities, February 8 and 9, 1968

City and chain	All stores				High income area stores				Low income area stores			
	Total prices	Higher		Lower		Total prices	Higher		Lower	Total prices	Higher	
		Number	Percent	Number	Percent		Percent	Percent			Number	Percent
City 1	24	0	0	12	0	0	0	0	12	0	0	0
	Chain 1	- - -										
City 2	19	15.8	0	8	0	0	0	0	11	27.3	0	0
	Chain 1	- - -										
City 3	24	0	8.3	12	0	0	0	0	12	0	0	16.7
	Chain 2	- - -										
City 4	23	0	4.3	11	0	0	0	0	12	0	0	8.3
	Chain 1	- - -										
City 5	18	0	5.6	10	0	0	0	0	8	0	0	12.5
	Chain 1	- - -										
City 6	23	30.4	13.0	12	16.7	0	11	45.5	27.3			
	Chain 2	- - -										
All stores in sample	249	4.0	6.0	124	1.6	.8	125	6.4	11.2			

Table 10.--EVAPORATED MILK, unsweetened, 14½-ounce can: Total number of prices noted and percentage of prices higher and lower than most usual price paid in sample chainstores, 6 cities, February 8 and 9, 1968

City and chain	All stores				High income area stores				Low income area stores			
	Total prices		Higher	Lower	Total prices		Higher	Lower	Total prices		Higher	Lower
	Number	Percent	Percent	Percent	Number	Percent	Percent	Percent	Number	Percent	Percent	Percent
City 1												
	Chain 1 - - - - -	24	0	0	12	0	0	0	12	0	0	0
City 2	Chain 2 - - - - -	23	0	0	12	0	0	0	11	0	0	0
	Chain 1 - - - - -	23	8.7	4.3	12	0	0	0	11	18.2	0	9.1
City 3	Chain 2 - - - - -	24	0	8.3	12	0	0	16.7	12	0	0	0
	Chain 1 - - - - -	24	0	8.3	12	0	0	16.7	12	0	0	0
City 4	Chain 2 - - - - -	24	0	8.3	12	0	0	0	12	0	0	16.7
	Chain 1 - - - - -	23	13.0	17.4	11	9.1	18.2	12	12	16.7	16.7	
City 5	Chain 2 - - - - -	24	29.2	12.5	12	25.0	8.3	12	33.3	33.3	16.7	
	Chain 1 - - - - -	24	8.3	0	12	16.7	0	0	12	0	0	0
City 6	Chain 2 - - - - -	6	0	0	2	0	0	0	4	0	0	0
	Chain 1 - - - - -	24	12.5	4.2	12	8.3	8.3	12	12	16.7	0	
Chain 2 - - - - -				0	12	0	0	0	10	0	0	0
All stores in sample				265	6.4	5.7	133	5.3	6.0	132	7.6	5.3

Table 11.--RICE, long grain, pound(s): Total number of prices noted and percentage of prices higher and lower than most usual price paid in sample chainstores, 6 cities, February 8 and 9, 1968

City and chain	All stores				High income area stores				Low income area stores			
	Total prices		Higher Lower		Total prices		Higher Lower		Total prices		Higher Lower	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
City 1												
	Chain 1	0	0	0	9	0	0	0	10	0	0	0
City 2	Chain 2	0	22.7	0	11	0	27.3	11	0	18.2		
	Chain 1	0	23	4.3	0	12	0	0	11	9.1	0	0
City 3	Chain 2	0	12.5	0	4	0	0	0	4	25.0	0	0
	Chain 1	0	12	0	0	6	0	0	6	0	0	0
City 4	Chain 2	0	12	0	8.3	6	0	0	6	0	0	16.7
	Chain 1	0	21	28.6	14.3	9	11.1	22.2	12	41.7	8.3	
City 5	Chain 2	0	22	0	0	10	0	0	12	0	0	0
	Chain 1	0	23	4.3	4.3	11	9.1	0	12	0	0	8.3
City 6	Chain 2	0	6	0	16.7	2	0	0	4	0	0	25.0
	Chain 1	0	10	0	0	5	0	0	5	0	0	0
All stores in sample	Chain 2	0	11	0	9.1	6	0	0	5	0	0	20.0
	All stores in sample	0	189	4.8	6.3	91	2.2	5.5	98	7.1	7.1	

Table 12.-FLOUR, white, all-purpose, enriched, pounds: Total number of prices noted and percentage of prices higher and lower than most usual price paid in sample chainstores, 6 cities, February 8 and 9, 1968

City and chain	All stores				High income area stores				Low income area stores			
	Total prices	Higher	Lower	Percent	Total prices	Higher	Lower	Percent	Total prices	Higher	Lower	Percent
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
City 1												
	22	9.1	4.5	11	0	9.1	11	18.2	0			
Chain 1 - - - - -												
Chain 2 - - - - -	18	0	0	9	0	0	9	0	0	0	0	0
City 2												
	11	0	27.3	6	0	33.3	5	0	0	20.0		
Chain 1 - - - - -												
Chain 2 - - - - -	12	0	8.3	6	0	0	6	0	0	16.7		
City 3												
	24	0	4.2	12	0	0	12	0	0	0	0	8.3
Chain 1 - - - - -												
Chain 2 - - - - -	12	0	0	6	0	0	6	0	0	0	0	0
City 4												
	23	47.8	0	12	16.7	0	11	81.8	0			
Chain 1 - - - - -												
Chain 2 - - - - -	24	4.2	0	12	0	0	12	8.3	0			
City 5												
	22	9.1	0	11	9.1	0	11	9.1	0			
Chain 1 - - - - -												
Chain 2 - - - - -	6	50.0	0	2	50.0	0	4	50.0	0			
City 6												
	23	0	0	12	0	0	11	0	0	0	0	0
Chain 1 - - - - -												
Chain 2 - - - - -	20	10.0	0	11	0	0	9	22.2	0			
All stores in sample	217	9.7	2.8	110	3.6	2.7	107	15.9	2.8			

Table 13.--SUGAR, white, granulated, pounds: Total number of prices noted and percentage of prices higher and lower than most usual price paid in sample chainstores, 6 cities, February 8 and 9, 1968

City and chain	All stores			High income area stores			Low income area stores			
	Total prices		Higher	Total		Higher	Total		Higher	Lower
	Number	Percent		Number	Percent	Percent	Number	Percent	Percent	Percent
City 1	10	0	0	5	0	0	5	0	0	0
	24	16.7	0	12	25.0	0	12	8.3	0	0
City 2	23	0	0	12	0	0	11	0	0	0
	24	8.3	4.2	12	16.7	0	12	0	0	8.3
City 3	12	8.3	0	6	0	0	6	16.7	0	0
	12	0	0	6	0	0	6	0	0	0
City 4	12	0	16.7	6	0	16.7	6	0	0	16.7
	18	5.6	0	10	0	0	8	12.5	0	0
City 5	22	0	0	12	0	0	10	0	0	0
	3	0	0	1	0	0	2	0	0	0
City 6	12	0	0	6	0	0	6	0	0	0
	11	9.1	0	6	0	0	5	20.0	0	0
All stores in sample	183	4.9	1.6	94	5.3	1.1	89	4.5	2.2	

Table 14.--BREAD, white, enriched, sliced, loaf: Total number of prices noted and percentage of prices higher and lower than most usual price paid in sample chainstores, 6 cities, February 8 and 9, 1968

City and chain	All stores			High income area stores			Low income area stores			
	Total prices		Higher	Total prices		Higher	Lower	Total prices	Higher	Lower
	Number	Percent	Percent	Number	Percent	Percent	Number	Percent	Percent	Percent
City 1										
Chain 1 - - - - -	12	0	0	6	0	0	6	0	0	0
Chain 2 - - - - -	7	0	0	4	0	0	3	0	0	0
City 2										
Chain 1 - - - - -	21	0	33.3	10	0	40.0	11	0	0	27.3
Chain 2 - - - - -	24	0	8.3	12	0	0	12	0	0	16.7
City 3										
Chain 1 - - - - -	20	0	0	9	0	0	11	0	0	0
Chain 2 - - - - -	8	0	0	3	0	0	5	0	0	0
City 4										
Chain 1 - - - - -	10	0	0	5	0	0	5	0	0	0
Chain 2 - - - - -	20	5.0	0	11	9.1	0	9	0	0	0
City 5										
Chain 1 - - - - -	22	0	0	12	0	0	10	0	0	0
Chain 2 - - - - -	6	0	0	2	0	0	4	0	0	0
City 6										
Chain 1 - - - - -	24	0	8.3	12	0	0	12	0	0	16.7
Chain 2 - - - - -	20	0	5.0	11	0	9.1	9	0	0	0
All stores in sample	194	5	6.2	97	1.0	5.2	97	0	0	7.2

Table 15.--COFFEE, regular grind, pound: Total number of prices noted and percentage of prices higher and lower than most usual price paid in sample chainstores, 6 cities, February 8 and 9, 1968

City and chain	All stores				High income area stores				Low income area stores			
	Total prices		Higher	Lower	Total prices		Higher	Lower	Total prices		Higher	Lower
	Number	Percent	Percent	Percent	Number	Percent	Percent	Number	Percent	Number	Percent	Percent
City 1	11	0	0	0	5	0	0	0	6	0	0	0
	23	0	0	0	12	0	0	0	11	0	0	0
City 2	12	0	0	0	6	0	0	0	6	0	0	0
	24	4.2	0	12	0	0	0	0	12	8.3	0	0
City 3	21	0	4.8	11	0	0	9.1	10	0	0	0	0
	24	0	4.2	12	0	0	8.3	12	0	0	0	0
City 4	23	8.7	13.0	12	0	0	25.0	11	11	18.2	0	0
	23	0	26.1	12	0	0	16.7	11	0	0	36.4	0
City 5	20	0	10.0	9	0	0	11.1	11	0	0	9.1	0
	6	0	0	2	0	0	0	4	0	0	0	0
City 6	24	0	8.3	12	0	0	0	12	0	0	16.7	0
	19	0	0	10	0	0	0	9	0	0	0	0
All stores in sample	230	1.3	6.5	115	0	7.0	115	2.6	6.1			

Table 16.--FRANKS, all meat, skinless, pound: Total number of prices noted and percentage of prices higher and lower than most usual price paid in sample chainstores, 6 cities, February 8 and 9, 1968

City and chain	All stores				High income area stores				Low income area stores			
	Total prices		Higher	Lower	Total prices		Higher	Lower	Total prices		Higher	Lower
	Number	Percent	Percent	Percent	Number	Percent	Percent	Percent	Number	Percent	Percent	Percent
City 1												
	21	4.8	0	10	0	0	0	0	11	9.1	0	0
Chain 1 - - - - -												
	21	4.8	0	10	0	0	0	0	11	9.1	0	0
Chain 2 - - - - -												
	22	4.5	0	11	0	0	0	0	11	9.1	0	0
City 2												
	22	0	13.6	11	0	9.1	11	0	0	0	18.2	0
Chain 1 - - - - -												
	22	0	4.5	11	0	0	0	0	11	0	0	9.1
Chain 2 - - - - -												
	22	0	4.5	11	0	0	0	0	11	0	0	9.1
City 3												
	23	4.3	4.3	11	0	9.1	12	0	8.3	0	0	0
Chain 1 - - - - -												
	23	4.3	4.3	11	0	0	0	0	8	0	0	0
Chain 2 - - - - -												
	23	17.4	4.3	12	0	8.3	11	0	36.4	0	0	0
City 4												
	24	4.2	8.3	12	8.3	16.7	12	0	0	0	0	0
Chain 1 - - - - -												
	24	4.2	8.3	12	8.3	16.7	12	0	0	0	0	0
Chain 2 - - - - -												
	24	12.5	4.2	12	8.3	0	50.0	4	0	0	0	0
City 5												
	21	38.1	4.8	9	66.7	0	12	16.7	0	0	0	0
Chain 1 - - - - -												
	21	38.1	4.8	9	66.7	0	12	16.7	0	0	0	0
Chain 2 - - - - -												
	6	0	16.7	2	0	50.0	4	0	0	0	0	0
City 6												
	24	12.5	4.2	12	8.3	0	12	16.7	0	0	0	0
Chain 1 - - - - -												
	24	12.5	4.2	12	8.3	0	12	16.7	0	0	0	0
Chain 2 - - - - -												
	16	0	12.5	10	0	10.0	6	0	16.7	0	0	0
All stores in sample	243	7.8	5.3	122	6.6	5.7	121	9.1	5.0	0	0	0

Table 17.--GROUND BEEF, in casings, pound: Total number of prices noted and percentage of prices higher and lower than most usual price paid in sample chainstores, 6 cities, February 8 and 9, 1968

City and chain	All stores			High income area stores			Low income area stores		
	Total prices	Higher Number	Lower Percent	Total prices	Higher Number	Lower Percent	Total prices	Higher Number	Lower Percent
City 1									
Chain 1 - - - - -						None available			
Chain 2 - - - - -						None available			
City 2									
Chain 1 - - - - -	11	9.1	0	5	20.0	0	6	0	0
Chain 2 - - - - -						None available			
City 3									
Chain 1 - - - - -						None available			
Chain 2 - - - - -						None available			
City 4									
Chain 1 - - - - -	11	9.1	9.1	5	0	20.0	6	16.7	0
Chain 2 - - - - -						None available			
City 5									
Chain 1 - - - - -						None available			
Chain 2 - - - - -						None available			
City 6									
Chain 1 - - - - -	12	0	0	6	0	0	6	0	0
Chain 2 - - - - -	10	0	0	5	0	0	5	0	0
All stores in sample	44	4.5	2.3	21	4.8	4.8	23	4.3	0

Table 18.--GROUND BEEF, store ground and packed, pound: Total number of prices noted and percentage of prices higher and lower than most usual price paid in sample chainstores, 6 cities, February 8 and 9, 1968

City and chain	All stores				High income area stores				Low income area stores			
	Total prices		Higher	Lower	Total prices		Higher	Lower	Total prices		Higher	Lower
	Number	Percent	Percent	Percent	Number	Percent	Percent	Percent	Number	Percent	Percent	Percent
City 1	12	0	0	0	6	0	0	0	6	0	0	0
	12	0	0	0	6	0	0	0	6	0	0	0
City 2	12	0	0	0	6	0	0	0	6	0	0	0
	12	0	0	0	6	0	0	0	6	0	0	0
City 3	12	0	0	0	6	0	0	0	6	0	0	0
	12	0	8.3	8.3	6	0	16.7	0	6	0	0	0
City 4	12	8.3	0	0	6	16.7	0	0	6	0	0	0
	10	30.0	0	0	6	33.3	0	0	4	25.0	0	0
City 5	11	45.5	0	0	6	50.0	0	0	5	40.0	0	0
	12	8.3	8.3	6	16.7	16.7	6	0	0	0	0	0
City 6	12	8.3	0	0	6	0	0	0	6	16.7	0	0
	3	0	0	1	1	0	0	0	2	0	0	0
All stores in sample	129	8.5	3.9	66	10.6	4.5	63	6.3	63	6.3	3.2	3.2

Table 19.—PORK CHOPS, pound: Total number of prices noted and percentage of prices higher and lower than most usual price paid in sample chainstores, 6 cities, February 8 and 9, 1968

City and chain	All stores			High income area stores			Low income area stores		
	Total prices	Higher	Lower	Total prices	Higher	Lower	Total prices	Higher	Lower
		Number	Percent	Number	Percent	Percent	Number	Percent	Percent
City 1	Chain 1 - - - - -	12	0	0	6	0	0	6	0
		Chain 2 - - - - -	12	8.3	0	6	0	6	16.7
City 2	Chain 1 - - - - -	12	8.3	8.3	6	0	0	6	16.7
		Chain 2 - - - - -	11	0	9.1	5	0	6	0
City 3	Chain 1 - - - - -	12	8.3	25.0	6	16.7	33.3	6	0
		Chain 2 - - - - -	12	8.3	0	6	16.7	0	0
City 4	Chain 1 - - - - -	12	33.3	16.7	6	50.0	16.7	6	16.7
		Chain 2 - - - - -	12	8.3	0	6	16.7	0	0
City 5	Chain 1 - - - - -	12	0	16.7	6	0	33.3	6	0
		Chain 2 - - - - -	3	0	0	1	0	2	0
City 6	Chain 1 - - - - -	12	25.0	0	6	33.3	0	6	16.7
		Chain 2 - - - - -	10	0	0	5	0	5	0
All stores in sample		132	9.1	6.8	65	12.3	7.7	67	6.0

Table 20.--CHICKEN, whole, fryer, pound: Total number of prices noted and percentage of prices higher and lower than most usual price paid in sample chainstores, 6 cities, February 8 and 9, 1968

City and chain	All stores				High income area stores				Low income area stores			
	Total prices	Higher	Lower	Total prices	Higher	Lower	Total prices	Higher	Lower	Total prices	Higher	Lower
	Number	Percent	Percent	Number	Percent	Percent	Number	Percent	Percent	Number	Percent	Percent
City 1												
	Chain 1 - - - - -	11	0	0	5	0	0	6	0	0	0	0
City 2	Chain 2 - - - - -	12	0	8.3	6	0	0	6	0	0	0	16.7
	Chain 1 - - - - -	12	0	25.0	6	0	33.3	6	0	0	0	16.7
City 3	Chain 2 - - - - -	12	0	0	6	0	0	6	0	0	0	0
	Chain 1 - - - - -	12	0	0	6	0	0	6	0	0	0	0
City 4	Chain 2 - - - - -	12	0	0	6	0	0	6	0	0	0	0
	Chain 1 - - - - -	8	12.5	0	3	0	0	5	0	20.0	0	0
City 5	Chain 2 - - - - -	9	11.1	0	4	25.0	0	0	5	0	0	0
	Chain 1 - - - - -	3	33.3	0	2	50.0	0	1	0	0	0	0
City 6	Chain 2 - - - - -	3	0	0	1	0	0	2	0	0	0	0
	Chain 1 - - - - -	12	0	0	6	0	0	6	0	0	0	0
All stores in sample		117	2.6	3.4	57	3.5	3.5	60	1.7	3.3		

Table 21---CITY 1, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Milk, whole, grade A, Vit. D Quart	11	.31	.31	21	--	.31	11			21		
	12	.31	.31	22	.31	.31	12			22		
	13	.31	.31	23	.31	.31	13			23		
	14	.31	.31	24	.31	.31	14			24		
	15	.31	.31	25	.31	.31	15			25		
	16	.31	.31	26	.31	.31	16			26		
	Av.		.31			.31						
Margarine,* regular, quarters Pound	11	.29	.29	21	.29	.29	11	.31	.31	21	.31	.31
	12	.29	.29	22	.29	.29	12	.31	.31	22	.29	.29
	13	--	.29	23	.29	.29	13	.31	.31	23	.29	.29
	14	.29	.29	24	.29	.29	14	.29	.29	24	.29	.29
	15	.29	.29	25	--	.29	15	.31	.31	25	--	.31
	16	.29	.29	26	.29	.29	16	.31	.31	26	.29	.29
	Av.		.29			.29				.307		
Eggs, large, grade A Dozen	11	.49	.49	21	.49	.49	11			21		
	12	.49	.49	22	.53	.53	12			22		
	13	.49	.49	23	.49	.49	13			23		
	14	.49	.49	24	.49	.49	14			24		
	15	.49	.49	25	.49	.49	15			25		
	16	.49	.49	26	.49	.49	16			26		
	Av.		.49			.497						
Baby food, vegetables, strained 1 1/4 oz. jar	11	--	--	21	--	.10	11	.09	.09	21	--	.09
	12	--	.10	22	--	.10	12	--	.09	22	--	.09
	13	--	.10	23	--	.10	13	--	.09	23	--	.09
	14	--	.10	24	--	.10	14	--	.09	24	--	.09
	15	--	.10	25	--	.10	15	--	.09	25	--	.09
	16	--	.10	26	--	.10	16	--	.09	26	--	.09
	Av.		.10			.10				.09		
Green beans, cut, canned #303 can	11	.23	.23	21	.23	.23	11	.16	.16	21	.16	.16
	12	.23	.23	22	.23	.23	12	.16	.16	22	.16	.16
	13	.23	.23	23	--	--	13	.16	.16	23	--	.17
	14	.23	.23	24	--	--	14	.16	.16	24	.16	.16
	15	.23	.23	25	.23	.23	15	.16	.16	25	.16	.16
	16	.23	.23	26	--	--	16	.16	.16	26	.16	.16
	Av.		.23			.23				.16		

Table 21.--CITY 1, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Fruit cocktail, heavy syrup, canned #303 can	11	.26	.26	21	.26	.26	11	.25	.25	21	.25	.25
	12	.26	.26	22	.26	.26	12	.25	.25	22	.25	.25
	13	.26	.26	23	.26	.26	13	.25	.25	23	.25	.25
	14	.26	.26	24	.26	.26	14	.25	.25	24	.25	.25
	15	.26	.26	25	.26	.26	15	.25	.25	25	.25	.25
	16	.26	.26	26	.26	.26	16	.25	.25	26	.25	.25
	Av.		.26			.26			.25			.25
Evaporated milk, unsweetened 14½ oz. can	11	.17	.17	21	.17	.17	11	.17	.17	21	.17	.17
	12	.17	.17	22	.17	.17	12	.17	.17	22	.17	.17
	13	.17	.17	23	.17	.17	13	.17	.17	23	.17	.17
	14	.17	.17	24	.17	.17	14	.17	.17	24	.17	.17
	15	.17	.17	25	.17	.17	15	.17	.17	25	.17	.17
	16	.17	.17	26	.17	.17	16	.17	.17	26	.17	.17
	Av.		.17			.17			.17			.17
Rice Brand I - long grain, 2 lb.	11	--	--	21	.35	.35	11	--	--	21	.17	.17
	12	--	--	22	--	--	12	.17	.17	22	--	--
	13	.35	.35	23	.35	.35	13	.17	.17	23	.17	.17
	14	.35	.35	24	.35	.35	14	.17	.17	24	.17	.17
	15	.35	.35	25	.35	.35	15	.17	.17	25	.17	.17
	16	.35	.35	26	.35	.35	16	.17	.17	26	.17	.17
	Av.		.35			.35			.17			.17
Flour, white, all-purpose, enriched 2 pounds	11	.28	.28	21	.30	.30	11	.30	.30	21	.30	.30
	12	.28	.28	22	.28	.28	12	.30	.30	22	.30	.30
	13	.28	.28	23	.28	.28	13	--	--	23	.30	.30
	14	.28	.28	24	.28	.28	14	.30	.30	24	.30	.30
	15	.28	.28	25	.28	.28	15	.30	.30	25	--	--
	16	.28	.28	26	.28	.28	16	.26	.26	26	.31	.31
	Av.		.28			.283			.292			.302
Sugar, white, granulated 2 pounds	11	--	--	21	.26	.26	11			21		
	12	.26	.26	22	--	--	12			22		
	13	.26	.26	23	.26	.26	13			23		
	14	.26	.26	24	.26	.26	14	None available		24	None available	
	15	.26	.26	25	.26	.26	15			25		
	16	.26	.26	26	.26	.26	16			26		
	Av.		.26			.26						

Table 21.--CITY 1, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Bread, white, enriched, sliced, loaf	11	.23	.23	21	.23	.23	11			21		
	12	.23	.23	22	.23	.23	12			22		
	13	.23	.23	23	.23	.23	13			23		
	14	.23	.23	24	.23	.23	14			24		
	15	.23	.23	25	.23	.23	15			25		
Pound	16	.23	.23	26	.23	.23	16			26		
	Av.		.23			.23						
Coffee, ground, regular	11	--	--	21	.79	.79	11			21		
	12	.79	.79	22	.79	.79	12			22		
	13	.79	.79	23	.79	.79	13			23		
	14	.79	.79	24	.79	.79	14			24		
Pound can	15	.79	.79	25	.79	.79	15			25		
	16	.79	.79	26	.79	.79	16			26		
	Av.		.79			.79						
Franks, * all meat, skinless,	11	.59	.59	21	.59	.59	11	--	--	21	.69	.69
	12	.59	.59	22	.59	.59	12	.69	.69	22	.69	.69
	13	.59	.59	23	.59	.59	13	.69	.69	23	.69	.69
	14	.59	.59	24	.59	.59	14	--	--	24	--	--
Per pound	15	.59	.59	25	--	.69	15	.69	.69	25	.69	.69
	16	.59	.59	26	.59	.59	16	.69	.69	26	.69	.69
	Av.		.59			.607						.69
Ground beef, in casings	11			21			11			21		
	12			22			12			22		
	13			23			13			23		
Per pound	14			24			14			24		
	15			25			15			25		
	16			26			16			26		
	Av.											
Ground beef,* store packed	11		.49	21		.49	11			21		
	12		.49	22		.49	12			22		
	13		.49	23		.49	13			23		
Per pound	14		.49	24		.49	14			24		
	15		.49	25		.49	15			25		
	16		.49	26		.49	16			26		
	Av.		.49			.49						

Table 21.--CITY 1, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas		Low income areas		High income areas		Low income areas					
	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices
		Cut Marked	Dol. Paid		Cut Marked	Dol. Paid		Cut Marked	Dol. Paid		Cut Marked	Dol. Paid
Pork chops*	11	.69	21	.69	11	.69	21					
Per pound	12	Center .69	22	Center .69	12		22					
	13	cut .69	23	cut .69	13		23					
	14	loin .69	24	loin .69	14		24					
	15	chops .69	25	chops .69	15		25					
	16		26		16		26					
	Av.											
Chicken, *	11	.27	21	.27	11	.27	21					
whole, fryer	12	.27	22	.27	12		22					
Per pound	13	--	23	.27	13		23					
	14	.27	24	.27	14		24					
	15	.27	25	.27	15		25					
	16	.27	26	.27	16		26					
	Av.											

Notes on prices in individual stores

Margarine:

Brand II

Stores 1114, 1122, 1123, 1124, 1126 - 2 cents off label on package.

Franks:

Brand I

All Stores - Weekend advertised price was 59 cents per pound.

Store 1125 - Checker asked other store personnel about price and then charged 69 cents.

Ground beef, store packed:

All Stores - Weekend advertised price was 49 cents per pound.

Pork chops:

All Stores - Weekend advertised price for center cut pork chops was 69 cents per pound.

Chicken, whole fryer:

All Stores - Weekend advertised price for whole fryers was 27 cents per pound.

Table 22.--CITY 1, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
<u>Milk, whole, grade A, Vit. D Quart</u>	11	.31	.31	21	.31	.31	11			21		
	12	.31	.31	22	.31	.31	12			22		
	13	.31	.31	23	.31	.31	13			23		
	14	.31	.31	24	--	.31	14			24		
	15	.31	.31	25	.31	.31	15			25		
	16	.31	.31	26	.31	.31	16			26		
	Av.		.31			.31						
<u>Margarine, regular, quarters Pound</u>	11	.29	.29	21	.29	.29	11	.31	.31	21	.31	.31
	12	.29	.29	22	.29	.29	12	.29	.29	22	.29	.29
	13	.29	.29	23	.29	.29	13	.31	.31	23	.29	.29
	14	.31	.29	24	.29	.29	14	.29	.29	24	.31	.31
	15	.29	.29	25	.29	.29	15	--	--	25	.29	.29
	16	--	.29	26	.29	.29	16	--	.31	26	.29	.29
	Av.		.29			.29			.30			.297
<u>Eggs, large, grade A Dozen</u>	11	.53	.53	21	.49	.49	11			21		
	12	.55	.55	22	.53	.53	12			22		
	13	.49	.49	23	.49	.49	13			23		
	14	.49	.49	24	--	--	14			24		
	15	--	--	25	.53	.53	15			25		
	16	.49	.49	26	--	--	16			26		
	Av.		.51			.51						
<u>Baby food, vegetables, strained 1 1/4 oz. jar</u>	11	.10	.10	21	--	.10	11	.09	.09	21	--	.09
	12	.10	.10	22	.10	.10	12	.09	.09	22	.09	.09
	13	.10	.10	23	.10	.10	13	.09	.09	23	.09	.09
	14	.10	.10	24	.10	.10	14	.09	.09	24	.09	.09
	15	--	.10	25	.10	.10	15	--	.09	25	.09	.09
	16	--	.10	26	.10	.10	16	--	.09	26	--	.09
	Av.		.10			.10			.09			.09
<u>Green beans, cut, canned #303 can</u>	11	.25	.25	21	.25	.25	11	2/45	.23	21	2/45	.23
	12	.25	.25	22	.25	.25	12	.23	.23	22	2/45	.23
	13	.25	.25	23	.25	.25	13	2/45	.23	23	2/45	.23
	14	.25	.25	24	.25	.25	14	2/45	.23	24	2/45	.23
	15	.25	.25	25	.25	.25	15	2/49	.25	25	2/45	.23
	16	.27	.27	26	.26	.26	16	--	--	26	2/45	.23
	Av.		.253			.252			.234			.23

Table 22.--CITY 1, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Fruit cocktail, heavy syrup, canned #303 can	11	.27	.27	21	.27	.27	11	--	--	21	.27	.27
	12	.27	.27	22	.27	.27	12	--	--	22	.29	.29
	13	.27	.27	23	.27	.27	13	.27	.27	23	.29	.29
	14	.27	.27	24	.27	.27	14	.27	.27	24	--	--
	15	.27	.27	25	.27	.27	15	--	--	25	.29	.29
	16	.27	.27	26	.27	.27	16	--	--	26	.27	.27
	Av.		.27			.27			.27			.282
Evaporated milk, * unsweetened 14½ oz. can	11	.17	.17	21	.17	.17	11	.17	.17	21	.17	.17
	12	.17	.17	22	.17	.17	12	.17	.17	22	--	--
	13	.17	.17	23	.17	.17	13	.17	.17	23	.17	.17
	14	.17	.17	24	.17	.17	14	.17	.17	24	.17	.17
	15	.17	.17	25	.17	.17	15	.17	.17	25	.17	.17
	16	.17	.17	26	.17	.17	16	.17	.17	26	.17	.17
	Av.		.17			.17			.17			.17
Rice, * Brand I, long. grain, Pound Brand II, long grain, 2 pounds	11	.19	.19	21	.19	.19	11	--	--	21	.39	.39
	12	.19	.19	22	.19	.19	12	.39	.39	22	.35	.35
	13	.19	.19	23	.19	.19	13	.35	.35	23	.39	.39
	14	.19	.19	24	.19	.19	14	.35	.35	24	.39	.39
	15	.19	.19	25	.19	.19	15	.39	.39	25	.39	.39
	16	.19	.19	26	.19	.10	16	.33	.33	26	--	--
	Av.		.19			.175			.362			.382
Flour, white, all-purpose, enriched 2 pounds	11	.35	.35	21	.35	.35	11	--	--	21	.39	.39
	12	--	--	22	.35	.35	12	.39	.39	22	.39	.39
	13	.35	.35	23	.35	.35	13	.39	.39	23	.39	.39
	14	.35	.35	24	.35	.35	14	.39	.39	24	--	--
	15	.35	.35	25	.35	.35	15	.39	.39	25	--	--
	16	.35	.35	26	.35	.35	16	--	--	26	--	--
	Av.		.35			.35			.39			.39
Sugar, white, granulated Brand I, 2 pounds Brand II, 5 pounds	11	.29	.29	21	.29	.29	11	.57	.57	21	.57	.57
	12	.35	.35	22	.29	.29	12	.57	.57	22	.57	.57
	13	.29	.29	23	.29	.29	13	.57	.57	23	.57	.57
	14	.29	.29	24	.29	.29	14	.57	.57	24	.57	.57
	15	.31	.31	25	.29	.29	15	.57	.58	25	.57	.57
	16	.29	.29	26	.29	.29	16	.57	.57	26	.57	.58
	Av.		.303			.29			.572			.572

Table 22.--CITY 1, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Bread, white, enriched, sliced, loaf	11	.19	.19	21	.19	.19	11			21		
	12	.19	.19	22	--	--	12			22		
	13	.19	.19	23	.19	.19	13			23		
	14	.19	.19	24	--	--	14			24		
	15	--	--	25	--	--	15			25		
Pound	16	--	--	26	.19	.19	16			26		
	Av.		.19			.19						
Coffee, ground, regular	11	.79	.79	21	.79	.79	11	.79	.79	21	.79	.79
	12	.79	.79	22	.79	.79	12	.79	.79	22	.79	.79
	13	.79	.79	23	--	--	13	.79	.79	23	.79	.79
	14	.79	.79	24	.79	.79	14	.79	.79	24	.79	.79
Pound can	15	.79	.79	25	.79	.79	15	.79	.79	25	.79	.79
	16	.79	.79	26	.79	.79	16	.79	.79	26	.79	.79
	Av.		.79			.79						.79
Franks, all meat, skinless	11	.69	.69	21	.69	.69	11	.69	.69	21	.69	.69
	12	.69	.69	22	.69	.69	12	.69	.69	22	.69	.69
	13	.69	.69	23	.69	.69	13	.69	.69	23	.69	.69
	14	.69	.69	24	.69	.69	14	.69	.69	24	.69	.69
Per pound	15	--	--	25	.69	.69	15	.69	.69	25	.69	.69
	16	.69	.69	26	--	--	16	.69	.69	26	.79	.79
	Av.		.69			.69						.707
Ground beef, in casings	11			21			11			21		
	12			22			12			22		
	13			23			13			23		
Per pound	14			24			14			24		
	15			25			15			25		
	16			26			16			26		
	Av.											
* Ground beef, store packed	11			21			11			21		
	12			22			12			22		
	13			23			13			23		
Per pound	14			24			14			24		
	15			25			15			25		
	16			26			16			26		
	Av.											

Table 22.--CITY 1, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Dol.		Marked	Dol.		Marked	Dol.		Marked	Dol.
Pork chops *	11		.69	21		--	11		--	21		.69
	12		--	22		.69	12		Center .69	22		Center --
Per pound	13	Rib	.69	23	Rib	--	13		--	23		cut .69
	14	chops	--	24	chops	.79	14		loin .69	24		loin --
	15		--	25		.69	15		chops .69	25		chops --
	16		.69	26		--	16		--	26		.69
	Av.		.69			.723			.69			.69
Chicken, whole, fryer	11		.39	21		.39	11			21		
	12		.39	22		.39	12			22		
Per pound	13		.39	23		.39	13		Not sampled	23		
	14		.39	24		.39	14			24		Not sampled
	15		.39	25		.39	15			25		
	16		.39	26		.35	16			26		
	Av.		.39			.383						

Notes on prices in individual stores

Margarine:

Brand I

Store 1214 - All other stores had 2 cents off label on packages.

Brand II

Stores 1211, 1213, 1216, 1221, 1224 - All other stores had 2 cents off label on packages.

Baby food:

Brand I

All Stores - Weekend advertised price was 10 cents for a $4\frac{1}{2}$ oz. jar.

Brand II

All Stores - Weekend advertised price was 9 cents for a $4\frac{1}{2}$ oz. jar.

Evaporated milk:

Brand II

All Stores - Weekend advertised price was 17 cents for a $14\frac{1}{2}$ oz. can.

Continued

Table 22.--CITY 1, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Rice:

Brand I

Store 1226 - Checker error was 9 cents less than price marked.

Ground beef, store packed:

All Stores - Weekend advertised price was 49 cents per pound.

Pork chops:

All Stores - Weekend advertised price for center cut chops was 69 cents per pound.

Store 1224 - No price per pound on package. Butcher said price was 79 cents per pound.

Table 23.--CITY 2, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Milk, whole, grade A, Vit. D Quart	11	.28	.28	21	.28	.28	11			21		
	12	.28	.28	22	.28	.28	12			22		
	13	.28	.28	23	.28	.28	13			23		
	14	.28	.28	24	.28	.28	14			24		
	15	.28	.28	25	.28	.28	15			25		
	16	.28	.28	26	.28	.28	16			26		
	Av.		.28			.28						
Margarine,* regular, quarters Pound	11	.31	.31	21	.31	.31	11	.33	.33	21	.33	.33
	12	.31	.31	22	.31	.31	12	.33	.33	22	.33	.33
	13	.31	.31	23	.31	.29	13	.33	.33	23	.33	.33
	14	.31	.31	24	.33	.33	14	.33	.33	24	.33	.29
	15	.31	.31	25	.31	.31	15	.33	.33	25	.33	.33
	16	.33	.33	26	.31	.31	16	.33	.33	26	.31	.31
	Av.		.313			.31						.32
Eggs, large, grade AA Dozen	11	.49	.49	21	.49	.49	11			21		
	12	.49	.49	22	.49	.49	12			22		
	13	.49	.49	23	.49	.49	13			23		
	14	.49	.49	24	.49	.49	14			24		
	15	.49	.49	25	.49	.49	15			25		
	16	.49	.49	26	.49	.49	16			26		
	Av.		.49			.49						
Baby food, vegetables, strained 3 1/2 oz. jars	11	6/.65	.33	21	6/.65	.33	11	6/.59	.30	21	6/.59	.30
	12	6/.65	.33	22	6/.65	.33	12	6/.59	.30	22	6/.59	.30
	13	6/.65	.33	23	6/.65	.33	13	6/.59	.30	23	6/.59	.30
	14	6/.65	.33	24	6/.65	.33	14	6/.59	.30	24	6/.59	.30
	15	6/.65	.33	25	6/.65	.33	15	6/.59	.30	25	6/.59	.30
	16	6/.65	.33	26	6/.65	.33	16	6/.59	.30	26	6/.59	.30
	Av.		.33			.33						.30
Green beans, cut, canned #303 can	11	.25	.25	21	.25	.25	11	.29	.29	21	.29	.29
	12	.25	.25	22	--	--	12	.29	.29	22	.29	.29
	13	.25	.25	23	.25	.25	13	.29	.29	23	.29	.29
	14	.25	.25	24	--	--	14	.29	.29	24	--	--
	15	4/1.00	.25	25	.25	.25	15	.29	.29	25	.29	.29
	16	.25	.25	26	.25	.25	16	.29	.29	26	.29	.29
	Av.		.25			.25						.29

Table 23 --CITY 2, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Fruit cocktail, heavy syrup, canned #303 can	11	.31	.31	21	.31	.31	11	.31	.31	21	.31	.31
	12	.31	.31	22	.31	.31	12	.31	.31	22	.31	.31
	13	.31	.31	23	.31	.31	13	.31	.31	23	.31	.31
	14	.31	.31	24	.31	.31	14	.31	.31	24	.30	.30
	15	.31	.31	25	2/.59	.30	15	.31	.31	25	.31	.31
	16	.31	.31	26	.31	.31	16	.31	.31	26	.31	.31
	Av.											
Evaporated milk,* unsweetened 14½ oz. can	11	4/.69	.175	21	4/.69	.175	11	4/.69	.175	21	4/.69	.175
	12	4/.69	.175	22	4/.69	.175	12	4/.69	.175	22	4/.69	.175
	13	4/.69	.175	23	4/.69	.18	13	4/.69	.175	23	4/.69	.18
	14	4/.69	.175	24	4/.69	.175	14	4/.69	.175	24	4/.69	.175
	15	4/.69	.175	25	4/.69	.17	15	4/.69	.175	25	--	--
	16	4/.69	.175	26	4/.69	.175	16	4/.69	.175	26	4/.69	.175
	Av.											
Rice, long grain Brand I -Pound Brand II - 1 lb. 12 oz.	11	.20	.20	21	.20	.20	11	.45	.45	21	.45	.45
	12	.20	.20	22	.20	.20	12	.45	.45	22	.45	.45
	13	.20	.20	23	.20	.20	13	.45	.45	23	.45	.45
	14	.20	.20	24	.20	.20	14	.45	.45	24	--	--
	15	.20	.20	25	.20	.20	15	.45	.45	25	.45	.45
	16	.20	.20	26	.20	.20	16	.45	.45	26	.47	.47
	Av.											
Flour,* white, all-purpose, enriched 2 pounds	11	.35	.35	21	.35	.35	11			21		
	12	.35	.35	22	.35	.35	12			22		
	13	.25	.25	23	.35	.35	13			23		
	14	.35	.35	24	--	--	14			24		
	15	--	.35	25	.35	.33	15			25		
	16	.32	.32	26	.35	.35	16			26		
	Av.											
Sugar, white, granulated 2 pounds	11	.56	.56	21	.56	.56	11	.61	.61	21	.61	.61
	12	.56	.56	22	.56	.56	12	.61	.61	22	.61	.61
	13	.56	.56	23	.56	.56	13	.61	.61	23	.61	.61
	14	.56	.56	24	.56	.56	14	.61	.61	24	--	--
	15	.56	.56	25	.56	.56	15	.61	.61	25	.61	.61
	16	.56	.56	26	.56	.56	16	.61	.61	26	.61	.61
	Av.											

Table 23.--CITY 2, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I								Brand II							
	High income areas				Low income areas				High income areas				Low income areas			
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices		
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid	
Bread,* white, enriched, sliced, loaf Pound	11	.2/.49	.25	21	.2/.49	.25	11	--	--	21	.25	.25		.25	.25	
	12	.2/.49	.25	22	.2/.49	.25	12	.25	.25	22	.25	.25		.25	.25	
	13	.2/.49	.245	23	.2/.49	.24	13	.25	.245	23	.25	.25		.25	.25	
	14	.2/.49	.245	24	.2/.49	.25	14	.25	.245	24	.25	.25		.25	.25	
	15	.2/.49	.25	25	.2/.49	.245	15	.25	.25	25	.25	.245		.25	.245	
	16	.2/.49	.25	26	.2/.49	.25	16	--	--	26	--	--		--	--	
	Av.		.248			.248				.248					.249	
Coffee, ground, regular Pound can	11	.76	.76	21	.76	.76	11			21						
	12	.76	.76	22	.76	.76	12			22						
	13	.76	.76	23	.76	.76	13			23						
	14	.76	.76	24	.76	.76	14			24						
	15	.76	.76	25	.76	.76	15			25						
	16	.76	.76	26	.76	.76	16			26						
	Av.		.76			.76										
Franks,* all meat, skinless Per pound	11	.49	.49	21	.49	.49	11	.69	.69	21	.69	.69				
	12	.49	.49	22	.49	.49	12	.69	--	22	.69	.69				
	13	.49	.49	23	.49	.45	13	.69	.69	23	.69	.69				
	14	.49	.49	24	.49	.49	14	.69	.69	24	--	--				
	15	.49	.49	25	.49	.49	15	.69	.49	25	.69	.69				
	16	.49	.49	26	.49	.49	16	.69	.69	26	.69	.49				
	Av.		.49			.483				.65					.65	
Ground beef,* in casings Per pound	11		.49	21		.49	11			21						
	12	--		22		.49	12			22						
	13		.49	23		.49	13			23						
	14		.49	24		.49	14			24						
	15		.49	25		.49	15			25						
	16		.59	26		.49	16			26						
	Av.		.51			.49										
Ground beef,* store packed Per pound	11		.49	21		.49	11			21						
	12		.49	22		.49	12			22						
	13		.49	23		.49	13			23						
	14		.49	24		.49	14			24						
	15		.49	25		.49	15			25						
	16		.49	26		.49	16			26						
	Av.		.49			.49										

Table 23.--CITY 2, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas		Low income areas		High income areas		Low income areas					
	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices
		Marked	Dol.		Marked	Dol.		Marked	Dol.		Marked	Dol.
Pork chops Per pound	11		Cut .97	21		Cut .97	11			21		
	12	Center	.97	22	Center	.97	12			22		
	13	cut	.97	23	cut	.97	13			23		
	14	loin	.97	24	loin	.87	14			24		
	15	chops	.97	25	chops	.97	15			25		
	16		.97	26		.99	16			26		
	Av.		.97			.957						
Chicken, whole, fryer Per pound	11		.39	21		.39	11			21		
	12		.35	22		.39	12			22		
	13		.39	23		.27	13			23		
	14		.35	24		.39	14			24		
	15		.39	25		.39	15			25		
	16		.39	26		.39	16			26		
	Av.		.377			.37						

Notes on prices in individual stores

Margarine:

Brand I

Stores 2116 and 2124 - All other stores had 2 cents off label on packages.

Store 2123 - Checker error was 2 cents less than marked price.

Brand II

Store 2124 - Checker error was 4 cents less than marked price. Could be Brand I or II.

Store 2126 - 2 cents off label on package.

Evaporated milk:

Brands I and II

Stores 2123 and 2125 - In all stores except 2123 and 2125 both brands of evaporated milk were rung up together at 35 cents. In Store 2123, 18 cents each was charged for Brands I and II. In Store 2125, only Brand I was available, and 17 cents was charged.

Flour:

Brand I

Store 2113 - Shelf price was 35 cents.

Store 2125 - Checker error was 2 cents less than marked price.

Bread:

Brands I and II

Stores 2113, 2114, 2125 - Checker rang up both brands of bread together.

Table 23.--CITY 2, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Franks:

Brand I

All Stores - Weekend advertised price was 49 cents.

Store 2123 - Checker error was 4 cents less than price marked.

Brand II

Store 2112 - Checker error - no charge.

Stores 2115 and 2126 - Checker error was 20 cents less than price marked.

Ground beef, in casings:

All Stores - Weekend advertised price was 49 cents.

Store 2112 - Checker error - no charge for one 49-cent item - either Brand I franks or ground beef.

Ground beef, store packed:

All Stores - Weekend advertised price was 49 cents.

Table 24.--CITY 2, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Milk, whole, grade A, Vit. D Quart	11	.28	.28	21	.28	.28	11	.29	.29	21	--	.29
	12	--	.28	22	.28	.28	12	--	.29	22	--	.29
	13	.28	.28	23	.28	.28	13	.29	.29	23	.29	.29
	14	.28	.28	24	.28	.28	14	.29	.29	24	.29	.29
	15	.28	.28	25	.28	.28	15	.29	.29	25	.29	.29
	16	--	.27	26	.28	.28	16	--	.29	26	.29	.29
	Av.		.278			.28			.29			.29
Margarine,* regular, quarters Pound	11	.31	.31	21	.31	.31	11	--	.25	21	--	.25
	12	.31	.28	22	.31	.31	12	--	.25	22	--	.25
	13	.31	.31	23	.33	.33	13	--	.25	23	4/1.00	.25
	14	.31	.31	24	.31	.31	14	--	.25	24	4/1.00	.25
	15	.31	.31	25	.31	.31	15	4/1.00	.25	25	4/1.00	.25
	16	.31	.31	26	.31	.31	16	4/1.00	.25	26	4/1.00	.25
	Av.		.305			.313			.25			.25
Eggs, * large, grade AA Dozen	11	.37	.37	21	.49	.49	11			21		
	12	.49	.49	22	.49	.49	12			22		
	13	.49	.49	23	.49	.49	13			23		
	14	.49	.49	24	.49	.49	14			24		
	15	.49	.49	25	.49	.49	15			25		
	16	.49	.49	26	.49	.49	16			26		
	Av.		.47			.49						
Baby food, * vegetables, strained 3 /4½ oz. jars	11	6/.65	.33	21	6/.65	.33	11	6/.59	.30	21	6/.59	.30
	12	6/.65	.33	22	6/.65	.33	12	6/.59	.30	22	6/.59	.30
	13	6/.65	.33	23	6/.65	.33	13	6/.59	.30	23	6/.59	.29
	14	--	.33	24	6/.65	.33	14	--	.30	24	6/.59	.30
	15	6/.65	.33	25	6/.65	.33	15	6/.59	.30	25	6/.59	.30
	16	6/.65	.36	26	6/.65	.33	16	6/.59	.30	26	6/.59	.30
	Av.		.335			.33			.30			.298
Green beans, * cut, canned #303 can	11	.25	.25	21	.25	.25	11	.29	.29	21	.29	.29
	12	.25	.25	22	.25	.25	12	.29	.29	22	.29	.29
	13	--	--	23	.25	.25	13	.29	.29	23	.29	.29
	14	.25	.25	24	.20	.20	14	.29	.29	24	.29	.29
	15	.25	.25	25	.25	.25	15	.29	.29	25	.29	.29
	16	.25	.25	26	.25	.25	16	.29	.29	26	.29	.29
	Av.		.25			.242			.29			.29

Table 24.--CITY 2, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Fruit cocktail, heavy syrup, canned #303 can	11	.31	.31	21	.31	.31	11	.31	.31	21	.31	.31
	12	.31	.31	22	.31	.31	12	.31	.31	22	.31	.31
	13	.31	.31	23	.31	.31	13	.31	.31	23	.30	.30
	14	--	--	24	.31	.31	14	.31	.31	24	.31	.31
	15	.31	.31	25	.31	.31	15	.31	.31	25	.31	.31
	16	.31	.31	26	.31	.31	16	.31	.31	26	.31	.31
	Av.		.31			.31			.31			.308
Evaporated milk,* unsweetened 14½ oz. can	11	4/.69	.175	21	--	.175	11	4/.69	.175	21	--	.175
	12	4/.69	.175	22	4/.69	.175	12	4/.69	.175	22	4/.69	.175
	13	4/.69	.175	23	4/.69	.175	13	4/.69	.175	23	4/.69	.175
	14	4/.69	.175	24	4/.69	.175	14	4/.69	.175	24	4/.69	.175
	15	4/.69	.175	25	4/.69	.175	15	4/.69	.175	25	4/.69	.175
	16	4/.69	.17	26	4/.69	.175	16	4/.69	.17	26	4/.69	.175
	Av.		.174			.175			.174			.175
Rice, Long grain Pound	11	.17	.17	21	.17	.17	11			21		
	12	.17	.17	22	--	--	12			22		
	13	.17	.17	23	.17	.17	13	None available		23	None available	
	14	--	--	24	.17	.17	14			24		
	15	.17	.17	25	--	--	15			25		
	16	--	--	26	.20	.20	16			26		
	Av.		.17			.178						
Flour, white, all-purpose, enriched 2 pounds	11	.35	.35	21	.35	.35	11			21		
	12	.35	.35	22	.35	.35	12			22		
	13	.35	.35	23	.33	.33	13	None available		23	None available	
	14	.35	.35	24	.35	.35	14			24		
	15	.35	.35	25	.35	.35	15			25		
	16	.35	.35	26	.35	.35	16			26		
	Av.		.35			.347						
Sugar, white, granulated 5 pounds	11	.56	.56	21	.56	.56	11	.61	.61	21	.61	.61
	12	.56	.56	22	.56	.53	12	.61	.61	22	.61	.61
	13	.56	.56	23	.56	.56	13	.61	.61	23	.61	.61
	14	.61	.61	24	.56	.56	14	.62	.62	24	.61	.61
	15	.56	.56	25	.56	.56	15	.61	.61	25	.61	.61
	16	.56	.56	26	.56	.56	16	.61	.61	26	.61	.61
	Av.		.568			.555			.612			.61

Table 24---CITY 2, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I								Brand II							
	High income areas				Low income areas				High income areas				Low income areas			
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices		
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid	
Bread, white, enriched, sliced, loaf Pound	11	.27	.27	21	.27	.27	11	2/.53	.27	21	2/.53	.27				
	12	.27	.27	22	.27	.265	12	2/.53	.27	22	2/.53	.265				
	13	.27	.27	23	.27	.27	13	2/.53	.27	23	2/.53	.27				
	14	.27	.27	24	.27	.27	14	2/.53	.27	24	2/.53	.27				
	15	.27	.27	25	.27	.27	15	2/.53	.27	25	2/.53	.27				
	16	.27	.27	26	.27	.27	16	2/.53	.27	26	2/.53	.27				
Coffee, * ground, regular Pound can	Av.															
	11	.76	.76	21	.76	.76	11	.69	.69	21	.69	.69				
	12	.76	.76	22	.76	.76	12	.69	.69	22	.76	.76				
	13	.76	.76	23	.76	.76	13	.69	.69	23	.69	.69				
	14	.76	.76	24	.76	.76	14	.69	.69	24	.69	.69				
	15	.76	.76	25	.76	.76	15	.69	.69	25	.69	.69				
	16	.76	.76	26	.76	.76	16	.69	.69	26	.69	.69				
	Av.															
Franks, all meat, skinless Per pound	11	.69	.69	21	.69	.69	11	.73	.73	21	.69	.69				
	12	.69	.69	22	.69	.69	12	.73	.73	22	.73	.73				
	13	.69	.69	23	.69	.69	13	--	--	23	.73	.73				
	14	.69	.69	24	.69	.69	14	.73	.73	24	.73	.73				
	15	.69	.69	25	.69	.69	15	.73	.73	25	--	--				
	16	.69	.69	26	.69	.69	16	.73	.73	26	.73	.73				
	Av.															
Ground beef, in casings Per pound	11			21			11			21						
	12			22			12			22						
	13	None		23			13			23						
	14	Available		24			14			24						
	15			25			15			25						
	16			26			16			26						
	Av.															
Ground beef, store packed Per pound	11	.55	21		.59	11				21						
	12	.59	22		.59	12				22						
	13	.59	23		.59	13				23						
	14	.59	24		.59	14				24						
	15	.59	25		.59	15				25						
	16	.59	26		.59	16				26						
	Av.	.583		.59												

Table 24.--CITY 2, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Cut	Dol.		Cut	Dol.		Cut	Dol.		Cut	Dol.
Pork chops	11		--	21		.95	11		.95	21		--
	12		--	22		--	12	Center	.95	22	Center	.95
Per pound	13	Rib	--	23	Rib	.73	13	cut	.95	23	cut	--
	14	chops	--	24	chops	.95	14	loin	.95	24	loin	--
	15		--	25			15	chops	--	25	chops	.95
	16		.95	26			16		--	26		.95
	Av.		.95			.877			.95			.95
Chicken,* whole, fryer	11		.29	21		.29	11			21		
	12		.29	22		.29	12			22		
	13		.29	23		.29	13	Not sampled		23		
Per pound	14		.29	24		.29	14			24		
	15		.29	25		.29	15			25		
	16		.29	26		.29	16			26		
	Av.		.29			.29						

Notes on prices in individual stores

Margarine:

Brand I

Store 2212 - Checker error was 3 cents less than price marked.
 Store 2223 - 2 cents off on packages in all other stores.

Brand II

All Stores - Weekend advertised price was 4/\$1.00.

Eggs:

Brand I

Store 2211 - Special in that store only.

Baby food:

Brand I

Store 2216 - Checker error was 3 cents more than price marked.

Brand II

All Stores - Weekend advertised price was 6/59 cents.

Store 2223 - Checker stated price as 3/29 cents.

Green beans:

Brand I

Store 2224 - Special price in effect earlier in the week; shelf price was 25 cents.

Continued

Table 24---CITY 2, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Evaporated milk:

Brands I and II

Store 2216 - In all other stores both brands rung up together at 35 cents.

Sugar:

Brand I

All Stores - Weekend advertised price was 56 cents.

Bread:

Brands I and II

Store 2222 - Both loaves of bread checked out together at 53 cents.

Coffee:

Brand II

Store 2222 - 7 cents off label on packages in all other stores.

Chicken, whole fryer:

All Stores - Weekend advertised price was 29 cents per pound.

Table 25.--CITY 3, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
Milk, whole, grade A, Vit. D Quart		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
11	.29	.29	21	.29	.29	11			21			
12	--	.29	22	--	.29	12			22			
13	.29	.29	23	.29	.29	13			23			
14	.29	.29	24	.29	.29	14			24			
15	.29	.29	25	.29	.29	15			25			
16	.29	.29	26	.29	.29	16			26			
Margarine, regular, quarters Pound	Av.		.29			.29						
	11	.27	.27	21	.26	.26	11	.39	.39	21	.39	.39
	12	.27	.27	22	.27	.27	12	.39	.39	22	.39	.39
	13	.29	.29	23	.27	.27	13	.39	.39	23	.39	.39
	14	.27	.27	24	.27	.27	14	.39	.39	24	.39	.39
	15	.27	.27	25	.27	.27	15	.39	.39	25	.39	.39
	16	.27	.27	26	.26	.26	16	.39	.39	26	.39	.39
Eggs, large, grade A Dozen	Av.		.273			.267			.39			.39
	11	.47	.47	21	2/.89	.45	11			21		
	12	.47	.47	22	--	.47	12			22		
	13	.45	.45	23	.47	.47	13			23		
	14	.47	.47	24	.43	.43	14			24		
	15	.47	.47	25	.45	.45	15			25		
	16	.47	.47	26	.45	.45	16			26		
Baby food,* vegetables, strained 3 1/4 oz. jars	Av.		.467			.453						
	11	--	.24	21	--	.30	11	--	.21	21	--	.21
	12	--	.30	22	--	.30	12	--	.21	22	--	.21
	13	--	.30	23	--	.30	13	--	.21	23	--	.21
	14	--	.30	24	--	.30	14	--	.21	24	--	.21
	15	--	.21	25	--	.30	15	--	.21	25	--	.21
	16	--	.30	26	--	.30	16	--	.21	26	--	.27
Green beans, cut, canned #303 can	Av.		.275			.30			.21			.22
	11	.24	.24	21	.24	.24	11	.19	.19	21	.19	.19
	12	.24	.24	22	--	--	12	.19	.19	22	.19	.19
	13	.24	.24	23	.22	.22	13	.20	.20	23	.19	.19
	14	.24	.24	24	.24	.24	14	.19	.19	24	.19	.19
	15	.24	.24	25	.24	.24	15	.19	.19	25	.19	.19
	16	.24	.24	26	.24	.24	16	.19	.19	26	.19	.19
	Av.		.24			.236			.192			.19

Table 25.--CITY 3, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas		Low income areas		High income areas		Low income areas					
	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Fruit cocktail, heavy syrup, canned #303 can	11	.25	.25	21	.25	.25	11	.24	.24	21	.24	.24
	12	.25	.25	22	.25	.25	12	.24	.24	22	.24	.24
	13	.25	.25	23	--	--	13	.24	.24	23	.24	.24
	14	.25	.25	24	.25	.25	14	.24	.24	24	.24	.24
	15	.25	.25	25	.25	.25	15	.24	.24	25	.24	.24
	16	.25	.25	26	.25	.25	16	.24	.24	26	.24	.24
	Av.		.25			.25			.24			.24
Evaporated milk, unsweetened 14½ oz. can	11	.16	.16	21	.16	.16	11	.16	.16	21	.16	.16
	12	.15	.15	22	.16	.16	12	.16	.16	22	.16	.16
	13	.16	.16	23	.16	.16	13	.16	.16	23	.16	.16
	14	.16	.16	24	.16	.16	14	.16	.16	24	.16	.16
	15	.16	.16	25	.16	.16	15	.16	.16	25	.16	.16
	16	.15	.15	26	.16	.16	16	.16	.16	26	.16	.16
	Av.		.157			.16			.16			.16
Rice, long grain Pound	11	.17	.17	21	.17	.17	11			21		
	12	.17	.17	22	.17	.17	12			22		
	13	.17	.17	23	.17	.17	13			23		
	14	.17	.17	24	.17	.17	14			24		
	15	.17	.17	25	.17	.17	15			25		
	16	.17	.17	26	.17	.17	16			26		
	Av.		.17			.17						
Flour, white, all-purpose, enriched 2 pounds	11	.23	.23	21	.23	.23	11	.26	.26	21	.26	.26
	12	.23	.23	22	.23	.23	12	.26	.26	22	.26	.26
	13	.23	.23	23	.23	.23	13	.26	.26	23	.26	.26
	14	.23	.23	24	.23	.23	14	.26	.26	24	.26	.26
	15	.23	.23	25	.23	.23	15	.26	.26	25	.26	.26
	16	.23	.23	26	.23	.23	16	.26	.26	26	.25	.25
	Av.		.23			.23			.26			.258
Sugar, white, granulated 2 pounds	11	.31	.31	21	.31	.31	11			21		
	12	.31	.31	22	.31	.31	12			22		
	13	.31	.31	23	.31	.31	13			23		
	14	.31	.31	24	.31	.31	14			24		
	15	.31	.31	25	.31	.31	15			25		
	16	.31	.31	26	.33	.33	16			26		
	Av.		.31			.313						

Table 25 ---CITY 3, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Bread, white, enriched, sliced, loaf 20 oz.	11	.2/.43	.22	21	.2/.43	.22	11	.2/.49	.25	21	.2/.49	.25
	12	.2/.43	.22	22	.2/.43	.22	12	--	--	22	.2/.49	.25
	13	.2/.43	.22	23	.2/.43	.22	13	--	--	23	--	--
	14	.2/.43	.22	24	.2/.43	.22	14	.2/.49	.25	24	.2/.49	.25
	15	.2/.43	.22	25	.2/.43	.22	15	.2/.49	.25	25	.2/.49	.25
	16	.2/.43	.22	26	.2/.43	.22	16	--	--	26	.2/.49	.25
	Av.								.25			.25
Coffee, ground, regular Pound can	11	.75	.75	21	.75	.75	11	.73	.73	21	.73	.73
	12	.75	.75	22	.75	.75	12	.73	.73	22	.73	.73
	13	.73	.73	23	.75	.75	13	--	--	23	--	--
	14	.75	.75	24	.75	.75	14	.73	.73	24	.73	.73
	15	.75	.75	25	.75	.75	15	.73	.73	25	.73	.73
	16	.75	.75	26	.75	.75	16	.73	.73	26	--	--
	Av.								.73			.73
Franks,* all meat, skinless Per pound	11	.59	.59	21	.59	.59	11	--	--	21	.69	.69
	12	.59	.59	22	.59	.59	12	.69	.69	22	.69	.69
	13	.59	.59	23	.59	.59	13	.69	.69	23	.69	.69
	14	.59	.59	24	.59	.59	14	.69	.69	24	.69	.69
	15	.59	.59	25	.59	.59	15	.69	.69	25	.69	.69
	16	.59	.59	26	.59	.59	16	.69	.59	26	.79	.79
	Av.								.67			.707
Ground beef, in casings Per pound	11			21			11			21		
	12			22			12			22		
	13	None available		23	None available		13			23		
	14			24			14	Not sampled		24		
	15			25			15			25		
	16			26			16			26		
	Av.											
Ground beef, store packed Per pound	11			21			11			21		
	12			22			12			22		
	13			23			13			23		
	14			24			14	Not sampled		24		
	15			25			15			25		
	16			26			16			26		
	Av.											

Table 25.--CITY 3, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I								Brand II							
	High income areas				Low income areas				High income areas				Low income areas			
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices		
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid	
		Cut	Dol.		Cut	Dol.		Cut	Dol.		Cut	Dol.		Cut	Dol.	
Pork chops	11		1.09	21		1.09	11						21			
	12		.99	22		1.09	12						22			
Per pound	13	Rib	.99	23	Rib	1.09	13			Not sampled			23			
	14	chops	1.09	24	chops	1.09	14						24			
	15		1.19	25		.99	15						25			
	16		1.09	26		1.09	16						26			
	Av.		1.073			1.073										
Chicken, whole, fryer	11		.29	21		.29	11						21			
	12		.29	22		.29	12						22			
Per pound	13		.29	23		.29	13			Not sampled			23			
	14		.29	24		.29	14						24			
	15		.29	25		.29	15						25			
	16		.29	26		.29	16						26			
	Av.		.29			.29										

Notes on prices in individual stores

Baby food:

Brand I

Store 3111 - Checker error was 6 cents less than shelf price.

Store 3115 - Checker error was 9 cents less than shelf price.

Franks:

Brand II

Store 3116 - Checker error was 10 cents less than marked price.

Table 26---CITY 3, CHAIN 2-A: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
Milk, whole, grade A, Vit. D Quart	11	.29	.29	21	.29	.29	11	None available		21	None available	
	12	.29	.29	22	.29	.29	12			22		
	13	.29	.29				13					
	14	.29	.29				14					
	16	.29	.29				16					
	Av.		.29			.29						
Margarine, regular, quarters Pound	11	.29	.29	21	.29	.29	11	.39	.39	21	.39	.39
	12	.29	.29	22	.29	.29	12	.43	.43	22	.39	.39
	13	.29	.29				13	.42	.42			
	14	.29	.29				14	.39	.39			
	16	.29	.29				16	.39	.39			
	Av.		.29			.29			.404			.39
Eggs, large, grade A Dozen	11	.45	.45	21	.45	.45	11	None available		21	None available	
	12	.45	.45	22	.45	.45	12			22		
	13	.45	.45				13					
	14	.45	.45				14					
	16	.45	.45				16					
	Av.		.45			.45						
Baby food, vegetables, strained 3/4 ¹ / ₂ oz. jars	11	--	.30	21	--	.30	11	--	.21	21	--	.21
	12	--	.30	22	--	.30	12	--	.21	22	--	.21
	13	--	.30				13	--	.21			
	14	--	.30				14	--	.21			
	16	--	--				16	--	.21			
	Av.		.30			.30			.21			.21
Green beans, cut, canned #303 can	11	.23	.23	21	.23	.23	11	.15	.15	21	.15	.15
	12	.23	.23	22	.23	.23	12	.15	.15	22	.15	.15
	13	.23	.23				13	.15	.15			
	14	.23	.23				14	.15	.15			
	16	.23	.23				16	.15	.15			
	Av.		.23			.23			.15			.15

Continued

Table 26.--CITY 3, CHAIN 2-A: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Fruit cocktail, heavy syrup, canned #303 can	11	.25	.25	21	.25	.25	11	.25	.25	21	.23	.23
	12	.25	.25	22	.25	.25	12	.25	.25	22	.25	.25
	13	.25	.25				13	.25	.25			
	14	.25	.25				14	.25	.25			
	16	.25	.25				16	--	--			
	Av.		.25			.25			.25			.24
Evaporated milk, unsweetened 14½ oz. can	11	.15	.15	21	.15	.15	11	.16	.16	21	.16	.16
	12	.15	.15	22	.15	.15	12	.16	.16	22	.15	.15
	13	.15	.15				13	.16	.16			
	14	.15	.15				14	.16	.16			
	16	.15	.15				16	.16	.16			
	Av.		.15			.15			.16			.155
Rice,* Brand I, extra long grain, Pound Brand II, long grain, Pound	11	None available		21	None available		11	.18	.18	21	--	.16
	12			22			12	.18	.18	22	.18	.18
	13						13	.18	.18			
	14						14	.18	.18			
	16						16	.18	.18			
	Av.								.18			.17
Flour, white, all-purpose, enriched 2 pounds	11	None available		21	None available		11	.29	.29	21	.29	.29
	12			22			12	.29	.29	22	.29	.29
	13						13	.29	.29			
	14						14	.29	.29			
	16						16	.29	.29			
	Av.								.29			.29
Sugar, white, granulated 2 pounds	11	.33	.33	21	.33	.33	11	None available		22	None available	
	12	.33	.33	22	.33	.33	12			22		
	13	.33	.33				13					
	14	.33	.33				14					
	16	.33	.33				16					
	Av.		.33			.33						

Continued

Table 26 ---CITY 3, CHAIN 2-A: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Bread, white enriched, sliced, loaf 20 oz.	11	--	--	21	--	--	11	None available		21	None available	
	12	.22	.22	22	2/.43	.22	12			22		
	13	--	--				13					
	14	2/.43	.22				14					
	16	--	--				16					
	Av.		.22			.22						
Coffee, ground, regular Pound can	11	.73	.73	21	.73	.73	11	.72	.72	21	.72	.72
	12	.73	.72	22	.73	.73	12	.72	.72	22	.72	.72
	13	.73	.73				13	.72	.72			
	14	.73	.73				14	.72	.72			
	16	.73	.73				16	.72	.72			
	Av.		.728			.73			.72			.72
Franks, all meat, skinless Per pound	11	.59	.59	21	.59	.59	11	.69	.69	21	.69	.69
	12	.59	.59	22	.59	.59	12	.69	.69	22	.69	.69
	13	.59	.59				13	.69	.69			
	14	.59	.59				14	.69	.69			
	16	.59	.59				16	.69	.69			
	Av.		.59			.59			.69			.69
Ground beef, in casings Per pound	11		.53	21		.53	11	Not sampled		21	Not sampled	
	12	--		22		.53	12			22		
	13	.53					13					
	14	.53					14					
	16	.53					16					
	Av.		.53			.53						
Ground beef, store packed Per pound	11		.59	21		.79	11	Not sampled		21	Not sampled	
	12		.59	22		.59	12			22		
	13		.59				13					
	14		.59				14					
	16		.87				16					
	Av.		.646			.69						

Table 26.--CITY 3, CHAIN 2-A: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Cut	Dol.		Cut	Dol.		Cut	Dol.		Cut	Dol.
Pork chops	11	.89		21	Rib	.89	11	Not		21	Not	
Per pound	12	Rib	.89	22	chops	.89	12	Sampled		22	sampled	
	13	.89					13					
	14	.89					14					
	16	1.09					16					
	Av.	.93				.89						
Chicken,	11	.29		21		.29	11	Not		21	Not	
whole,	12	.29		22		.29	12	sampled		22	sampled	
fryer	13	.29					13					
Per pound	14	.29					14					
	16	.29					16					
	Av.	.29				.29						

Notes on prices in individual stores

Rice:

Brand II

Store 3221 - Checker error was 3 cents less than shelf price.

Table 27.--CITY 3, CHAIN 2-B: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
Milk, whole, grade A, Vit. D Quart	15	None available		23 24 25 26	None available		15	.27	.27	23 24 25 26	.27	.27
	Av.								.27			.27
Margarine, regular, quarters Pound	15	.27	.27	23 24 25 26	.27 .29 .27 .27	.27 .29 .27 .27	15	.38	.38	23 24 25 26	.38	.38
	Av.		.27			.275			.38			.38
Eggs, large, grade A Dozen	15	.39	.39	23 24 25 26	-- .39 .39 .39	-- .39 .39 .39	15	None available		23 24 25 26	None available	
	Av.		.39			.39			.21			.21
Baby food, vegetables, strained $3/4\frac{1}{2}$ oz. jars	15	None available		23 24 25 26	None available		15	--	.21	23 24 25 26	--	.21
	Av.								.21			.21
Green beans, cut, canned #303 can	15	None available		23 24 25 26	None available		15	None available		23 24 25 26	None available	
	Av.											

Continued

Table 27.--CITY 3, CHAIN 2-B: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I								Brand II							
	High income area				Low income area				High income area				Low income area			
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices		
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid	
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.	
Fruit cocktail, heavy syrup, canned #303 can	15	.21	.21	23 24 25 26	.21 .21 .21 .21	.21 .21 .21 .21	15	None available		23 24 25 26	None available					
Evaporated milk, unsweetened 1 $\frac{1}{2}$ oz. can	15	.15	.15	23 24 25 26	.15 .15 .15 .15	.15 .15 .15 .15	15	.16	.16	23 24 25 26	.16 .16 .16 .15	.16				
Rice, Brand I, extra long grain Pound Brand II, long grain Pound	15	.19	.19	23 24 25 26	.19 .19 .19 .19	.19 .19 .19 .19	15	None available		23 24 25 26	None available					
Flour, white, all-purpose, enriched 2 pounds	15	None available		23 24 25 26	None available		15	.29	.29	23 24 25 26	.29	.29				
Sugar, white, granulated 2 pounds	15	.31	.31	23 24 25 26	.31 .31 .31 .31	.31 .31 .31 .31	15	None available		23 24 25 26	None available					
	Av.															

Continued

Table 27.--CITY 3, CHAIN 2-B: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Bread, white, enriched, sliced, loaf 20 oz.	15	2/.43	.22	23 24 25 26	2/.43 2/.43 2/.43 2/.43	.22 .22 .22 .22	15	None available		23 24 25 26	None available	
	Av.		.22			.22						
Coffee, ground, regular Pound can	15	.72	.72	23 24 25 26	.72 .72 .72 .72	.72	15	.72	.72	23 24 25 26	.72	.72
	Av.		.72			.72			.72			.72
Franks, all meat, skinless Per pound	15	None available		23 24 25 26	None available		15	.69	.69	23 24 25 26	.69	.69
	Av.								.69			.69
Ground beef, in casings Per pound	15		.51	23 24 25 26		.53 .53 .53 .59	15	Not sampled		23 24 25 26	Not sampled	
	Av.		.51			.545						
Ground beef, store packed Per pound	15		.69	23 24 25 26		.59 -- .59 --	15	Not sampled		23 24 25 26	Not sampled	
	Av.		.69			.59						

Continued

Table 27.--CITY 3, CHAIN 2-B: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II						
	High income areas			Low income areas			High income areas			Low income areas			
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices		
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid	
Pork chops Per pound	15	Rib chops	.87	23 24 25 26	Cut	Dol.	.87	15	Not sampled	23 24 25 26	Cut	Dol.	Not sampled
		Av.	.87				.87						
Chicken, whole, fryer Per pound	15		.25	23 24 25 26			.25	15	Not sampled	23 24 25 26			Not sampled
		Av.	.25				.25						

Table 28.--CITY 4, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Milk, whole, grade A, Vit. D Quart	11	--	--	21	--	--	11			21		
	12	2/.61	.31	22	--	--	12			22		
	13	2/.61	.31	23	2/.61	.31	13			23		
	14	--	--	24	6/.61	.31	14			24		
	15	--	--	25	2/.61	.31	15			25		
	16	2/.61	.31	26	2/.61	.31	16			26		
	Av.		.31			.31						
Margarine,* regular, quarters Pound	11	2/.59	.30	21	2/.59	.30	11	2/.59	.30	21	2/.59	.30
	12	2/.59	.30	22	2/.59	.30	12	2/.59	.30	22	2/.57	.29
	13	2/.59	.30	23	2/.59	.30	13	2/.57	.29	23	2/.59	.30
	14	2/.57	.29	24	2/.59	.30	14	2/.59	.30	24	2/.59	.30
	15	2/.57	.29	25	2/.59	.30	15	2/.59	.30	25	2/.59	.30
	16	2/.59	.30	26	2/.59	.295	16	2/.57	.29	26	2/.59	.295
	Av.		.297			.299						.298
Eggs, * large, grade A Dozen	11	2/.91	.46	21	2/.91	.46	11			21		
	12	2/.91	.46	22	2/.91	.46	12			22		
	13	2/.91	.46	23	2/.91	.46	13			23		
	14	2/.95	.48	24	2/.91	.46	14			24		
	15	2/.95	.48	25	2/.91	.46	15			25		
	16	2/.91	.46	26	2/.91	.46	16			26		
	Av.		.467			.46						
Baby food,* vegetables, strained 3/4½ oz. jars	11	6/.59	.295	21	6/.59	.295	11	6/.59	.295	21	6/.59	.295
	12	6/.59	.295	22	6/.59	.295	12	6/.59	.295	22	6/.59	.295
	13	6/.59	.295	23	6/.59	.295	13	6/.59	.295	23	6/.59	.295
	14	.09	.27	24	6/.59	.295	14	.09	.27	24	6/.59	.295
	15	.09	.27	25	6/.57	.285	15	.09	.27	25	6/.57	.285
	16	.09	.27	26	6/.59	.295	16	.09	.27	26	6/.59	.295
	Av.		.282			.293						.293
Green beans,* cut, canned #303 can	11	2/.33	.17	21	2/.45	.23	11	2/.55	.28	21	2/.55	.28
	12	2/.33	.17	22	2/.45	.23	12	--	--	22	2/.49	.245
	13	2/.33	.17	23	2/.43	.22	13	2/.55	.28	23	--	--
	14	6/.98	.17	24	6/1.00	.17	14	--	--	24	2/.55	.28
	15	6/.98	.17	25	2/.45	.23	15	2/.49	.25	25	2/.65	.33
	16	6/.98	.17	26	2/.33	.17	16	2/.55	.28	26	2/.55	.28
	Av.		.17			.208						.283

Table 28.--CITY 4, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
* Fruit cocktail, heavy syrup, canned #303 can		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
11	.2/.53	.27	21	.2/.65	.33	11	.2/.49	.25	21	.2/.59	.30	
12	.2/.53	.27	22	.2/.49	.245	12	.2/.49	.25	22	.2/.59	.30	
13	.2/.53	.27	23	--	--	13	.2/.49	.25	23	.2/.59	.30	
14	.2/.53	.27	24	.2/.53	.27	14	.2/.59	.30	24	.2/.49	.25	
15	.2/.53	.27	25	.2/.53	.27	15	.2/.53	.27	25	.2/.59	.30	
16	.2/.53	.27	26	.2/.49	.245	16	.2/.49	.25	26	.2/.49	.245	
Av.		.27			.272			.262			.282	
Evaporated milk,* unsweetened 1 $\frac{1}{2}$ oz. can	11	6/.99	.17	21	6/.99	.17	11	6/.89	.16	21	6/.89	.16
	12	6/.99	.15	22	6/.99	.17	12	6/.89	.15	22	6/.89	.15
	13	--	--	23	6/.99	.17	13	6/.89	.15	23	6/.89	.15
	14	6/.99	.17	24	6/.99	.145	14	6/.89	.15	24	6/.89	.145
	15	6/.99	.17	25	6/.99	.17	15	6/.89	.15	25	6/.89	.17
	16	6/.99	.13	26	6/.99	.17	16	6/.89	.15	26	6/.89	.15
	Av.		.158			.166			.152		<td>.154</td>	.154
	11	--	--	21	.22	.22	11	.19	.19	21	.19	.19
	12	--	--	22	.23	.23	12	.19	.19	22	.19	.19
	13	.22	.22	23	.22	.22	13	.19	.19	23	.19	.19
Rice, * extra long grain Pound	14	2/.41	.21	24	2/.41	.21	14	--	--	24	.19	.19
	15	2/.41	.21	25	.22	.17	15	.18	.18	25	.19	.19
	16	2/.41	.21	26	.22	.22	16	.18	.18	26	.21	.21
	Av.		.212			.212			.186		<td>.193</td>	.193
Flour, white, all-purpose, enriched 2 pounds	11	.29	.29	21	.31	.31	11	.29	.29	21	.29	.29
	12	.29	.29	22	.33	.33	12	.29	.29	22	--	--
	13	.29	.29	23	.31	.31	13	.29	.29	23	.31	.31
	14	.31	.31	24	.29	.29	14	.31	.31	24	.31	.31
	15	.29	.29	25	.31	.31	15	.29	.29	25	.31	.31
	16	.29	.29	26	.31	.31	16	.29	.29	26	.31	.31
	Av.		.293			.31			.293		<td>.306</td>	.306
* Sugar, white, granulated 2 pounds	11	.33	.33	21	.33	.33	11			21		
	12	.33	.33	22	.33	.29	12			22		
	13	2/.39	.20	23	.33	.33	13	None available		23		
	14	.33	.33	24	.33	.33	14			24	None available	
	15	.33	.33	25	.33	.33	15			25		
	16	.33	.33	26	.33	.33	16			26		
	Av.		.308			.323						

Table 28---CITY 4, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I								Brand II							
	High income areas		Low income areas		High income areas		Low income areas		High income areas		Low income areas		High income areas		Low income areas	
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices		Store code
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid	
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.	
Bread, white, enriched, sliced, loaf	11	2/37	.19	21	2/37	.19	11			21						
	12	2/37	.19	22	2/37	.19	12			22						
	13	2/37	.19	23	2/37	.19	13			23						
	14	--	--	24	2/37	.19	14			24						
	15	2/37	.19	25	--	--	15			25						
Pound	16	2/37	.19	26	2/37	.19	16			26						
	Av.															
Coffee, * ground, regular	11	.69	.69	21	.69	.69	11	.69	.69	21	.69	.69				
	12	.69	.69	22	.69	.69	12	.69	.69	22	--	--				
	13	.69	.69	23	.77	.77	13	.69	.69	23	.69	.69				
	14	.68	.68	24	.69	.69	14	.69	.69	24	.69	.69				
Pound can	15	.68	.68	25	.69	.69	15	.69	.69	25	.77	.77				
	16	.68	.68	26	.69	.69	16	.69	.69	26	.69	.69				
	Av.															
Franks, * all meat, skinless	11	.65	.65	21	.69	.69	11	.65	.65	21	--	.69				
	12	.65	.65	22	.65	.65	12	.65	.65	22	.65	.65				
	13	.65	.65	23	.65	.65	13	.65	.65	23	--	--				
	14	.65	.65	24	.69	.69	14	.65	.65	24	.65	.65				
Per pound	15	.65	.65	25	.69	.69	15	.65	.65	25	.65	.65				
	16	.59	.59	26	.65	.65	16	.65	.65	26	.65	.65				
	Av.															
Ground beef, in casings	11			21			11			21						
	12			22			12			22						
	13			23			13			23						
Per pound	14			24			14			24						
	15			25			15			25						
	16			26			16			26						
	Av.															
Ground beef, store packed	11			21			11			21						
	12			22			12			22						
	13			23			13			23						
Per pound	14			24			14			24						
	15			25			15			25						
	16			26			16			26						
	Av.															

Table 28---CITY 4, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas		Low income areas		High income areas		Low income areas					
	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices
		Cut Marked	Dol. Paid		Cut Marked	Dol. Paid		Cut Marked	Dol. Paid		Cut Marked	Dol. Paid
Pork chops	11		1.19	21		1.19	11			21		
Per pound	12	Center	1.25	22	Center	1.17	12			22		
	13	cut	1.17	23	cut	1.27	13			23		
	14	pork	1.29	24	pork	1.19	14			24		
	15	chops	1.29	25	chops	1.19	15			25		
	16		1.19	26		1.19	16			26		
	Av.		1.23			1.20						
Chicken, whole, fryer	11		.39	21		.39	11			21		
Per pound	12		--	22		.39	12			22		
	13		.39	23		.39	13			23		
	14		--	24		.39	14			24		
	15		.39	25		--	15			25		
	16		--	26		.41	16			26		
	Av.		.39			.394						

Notes on prices in individual stores

Margarine:

Brands I and II

Store 4126 - Both brands of margarine rung up together at 59 cents.

Eggs:

Brand I

All Stores - Weekend advertised price was 2/91 cents.

Baby food:

Brands I and II

Stores 4114, 4115, 4116 - In all other stores both brands of baby food were rung up together.

Green beans:

Brand II

Store 4122 - Green beans rung up with Brand I fruit cocktail at 49 cents.

Fruit cocktail:

Brand I

Store 4122 - Fruit cocktail rung up with Brand II green beans at 49 cents.

Brands I and II

Store 4126 - Both brands of fruit cocktail rung up together at 49 cents.

Table 28.--CITY 4, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Evaporated milk:

Brands I and II

Store 4112 - Both brands rung up together at 30 cents.

Store 4124 - Both brands rung up together at 29 cents.

Rice:

Brand I

Store 4125 - Checker error was 5 cents less than price marked.

Sugar:

Brand I

Store 4122 - Checker error was 4 cents less than price marked.

Coffee:

Brands I and II

All Stores - Weekend advertised price was 69 cents.

Franks:

Brand I

Store 4116 - Special price in that store only.

Brand II

All Stores - Weekend advertised price was 65 cents.

Table 29.--CITY 4, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas		Low income areas		High income areas		Low income areas					
	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices
		Dol.	Dol.		Dol.	Dol.		Dol.		Dol.		Dol.
Milk, whole, grade A, Vit. D Quart	11	--	.31	21	2/.61	.31	11			21		
	12	2/.61	.31	22	2/.61	.31	12			22		
	13	2/.61	.31	23	2/.61	.31	13	None available		23		
	14	2/.61	.31	24	2/.61	.31	14			24		
	15	2/.61	.31	25	2/.61	.31	15			25		
	16	2/.61	.30	26	2/.61	.31	16			26		
	Av.		.308			.31						
Margarine,* regular, quarters Pound	11	2/.59	.30	21	2/.57	.29	11	2/.59	.30	21	.31	.31
	12	2/.57	.29	22	2/.57	.29	12	.33	.33	22	2/.61	.31
	13	2/.57	.29	23	2/.57	.29	13	2/.59	.30	23	2/.59	.30
	14	2/.57	.29	24	2/.57	.29	14	2/.59	.30	24	.33	.33
	15	2/.57	.29	25	2/.57	.29	15	--	--	25	2/.59	.30
	16	2/.59	.30	26	2/.59	.30	16	2/.61	.31	26	2/.57	.29
	Av.		.293			.292						.307
Eggs, large, grade A Dozen	11	.49	.49	21	.49	.49	11			21		
	12	.49	.49	22	.49	.49	12			22		
	13	.49	.49	23	.49	.49	13	None available		23		
	14	.49	.49	24	.49	.49	14			24		
	15	.49	.49	25	.49	.49	15			25		
	16	.49	.49	26	.49	.49	16			26		
	Av.		.49			.49						
Baby food,* vegetables, strained 3 1/4 oz. jars	11	6/.59	.265	21	6/.59	.30	11	6/.53	.265	21	6/.53	.27
	12	6/.67	.34	22	6/.59	.30	12	6/.53	.27	22	6/.53	.27
	13	--	--	23	6/.59	.30	13	6/.53	.27	23	6/.53	.27
	14	6/.59	.30	24	6/.59	.30	14	4/.53	.39	24	6/.53	.27
	15	6/.59	.30	25	6/.59	.265	15	6/.53	.27	25	6/.53	.265
	16	6/.59	.30	26	6/.59	.265	16	--	.27	26	6/.53	.265
	Av.		.301			.288						.268
Green beans,* cut, canned #303 can	11	2/.51	.26	21	--	--	11	2/.59	.295	21	2/.59	.30
	12	2/.51	.26	22	2/.47	.24	12	2/.59	.30	22	2/.55	.28
	13	2/.51	.26	23	2/.51	.26	13	2/.59	.30	23	2/.59	.30
	14	2/.51	.26	24	2/.51	.26	14	2/.59	.30	24	2/.59	.30
	15	2/.51	.26	25	2/.51	.26	15	2/.49	.25	25	2/.59	.30
	16	2/.51	.26	26	2/.51	.26	16	2/.59	.30	26	2/.59	.30
	Av.		.26			.256						.297

Table 29.--CITY 4, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
*		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Fruit cocktail, heavy syrup, canned	11	3/.95	.32	21	3/.95	.32	11	3/.89	.295	21	3/.89	.30
#303 can	12	3/.95	.32	22	2/.53	.27	12	3/.89	.30	22	3/.89	.30
	13	3/.95	.32	23	3/.95	.32	13	3/.89	.30	23	3/.89	.30
	14	3/.95	.32	24	3/.95	.32	14	3/.89	.30	24	2/.55	.28
	15	3/.95	.32	25	3/.95	.32	15	3/.89	.30	25	3/.89	.30
	16	3/.95	.32	26	3/.95	.32	16	3/.89	.30	26	3/.89	.29
	Av.		.32			.312			.299			.295
Evaporated milk, unsweetened	11	4/.69	.175	21	4/.69	.175	11	4/.69	.175	21	4/.69	.175
1 1/2 oz. can	12	4/.69	.18	22	4/.69	.18	12	4/.65	.17	22	4/.63	.16
	13	4/.69	.18	23	4/.69	.175	13	4/.69	.18	23	4/.69	.175
	14	4/.69	.175	24	4/.69	.175	14	4/.69	.175	24	4/.69	.175
	15	4/.69	.175	25	4/.69	.18	15	4/.69	.175	25	4/.69	.16
	16	4/.69	.175	26	4/.69	.18	16	4/.69	.175	26	4/.69	.18
	Av.		.177			.178			.175			.171
Rice, extra long, grain	11	.22	.22	21	.22	.22	11	.19	.19	21	.19	.19
Pound	12	.22	.22	22	.22	.22	12	.19	.19	22	.19	.19
	13	.22	.22	23	.22	.22	13	.19	.19	23	.19	.19
	14	.22	.22	24	.22	.22	14	.19	.19	24	.19	.19
	15	.22	.22	25	.22	.22	15	--	--	25	.19	.19
	16	.22	.22	26	.22	.22	16	--	--	26	.19	.19
	Av.		.22			.22			.19			.19
Flour, white, all-purpose, enriched	11	.31	.31	21	.31	.31	11	.31	.31	21	.31	.31
2 pounds	12	.31	.31	22	.31	.31	12	.31	.31	22	.31	.31
	13	.31	.31	23	.31	.31	13	.31	.31	23	.31	.31
	14	.31	.31	24	.38	.38	14	.31	.31	24	.31	.31
	15	.31	.31	25	.31	.31	15	.31	.31	25	.31	.31
	16	.31	.31	26	.31	.31	16	.31	.31	26	.31	.31
	Av.		.31			.322			.31			.31
Sugar, white, granulated	11	.33	.33	21	.33	.33	11	.33	.33	21	--	--
2 pounds	12	.33	.33	22	--	--	12	--	--	22	.33	.33
	13	.33	.33	23	.33	.33	13	.33	.33	23	.33	.33
	14	.33	.33	24	.33	.33	14	.33	.33	24	.33	.33
	15	.33	.33	25	.33	.33	15	--	--	25	--	--
	16	.33	.33	26	.35	.35	16	.33	.33	26	--	--
	Av.		.33			.334			.33			.33

Table 29.--CITY 4, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas		Low income areas		High income areas		Low income areas					
	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Bread, white, enriched, sliced, loaf Pound	11	2/.47	.24	21	--	--	11	.30	.30	21	--	.30
	12	2/.47	.24	22	2/.47	.24	12	--	.32	22	--	--
	13	2/.47	.24	23	2/.47	.24	13	--	.30	23	.30	.30
	14	2/.47	.24	24	2/.47	.24	14	.30	.30	24	.30	.30
	15	2/.47	.24	25	2/.47	.24	15	.30	.30	25	.30	.30
	16	2/.47	.24	26	2/.47	.24	16	--	--	26	--	--
	Av.		.24			.24			.304			.30
Coffee, ground, regular Pound can	11	.77	.77	21	.77	.77	11	.77	.77	21	.77	.77
	12	.73	.73	22	.73	.73	12	.69	.69	22	.69	.69
	13	.77	.77	23	.77	.77	13	.77	.77	23	.77	.77
	14	.77	.77	24	.73	.73	14	.77	.77	24	.69	.69
	15	.77	.77	25	.77	.77	15	.77	.77	25	--	--
	16	.77	.77	26	.77	.77	16	.77	.77	26	.77	.77
	Av.		.763			.757			.757			.738
Franks, all meat, skinless Per pound	11	.79	.79	21	.79	.79	11	.59	.59	21	.67	.67
	12	.79	.79	22	.79	.79	12	.65	.65	22	.67	.67
	13	.79	.79	23	.79	.79	13	.69	.69	23	.67	.67
	14	.79	.79	24	.79	.79	14	.67	.67	24	.67	.67
	15	.79	.79	25	.79	.79	15	.67	.67	25	.67	.67
	16	.79	.79	26	.79	.79	16	.67	.67	26	.67	.67
	Av.		.79			.79			.657			.67
Ground beef, in casings Per pound	11			21			11			21		
	12			22			12			22		
	13	None available		23	None available		13			23		
	14			24			14			24		
	15			25			15			25		
	16			26			16			26		
	Av.											
Ground beef, store packed Per pound	11		.59	21		.63	11			21		
	12		.63	22		.63	12			22		
	13		.63	23		.63	13			23		
	14		.63	24		.63	14			24		
	15		.65	25		.63	15			25		
	16		.63	26		.63	16			26		
	Av.		.627			.63						

Table 29.--CITY 4, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I								Brand II							
	High income areas				Low income areas				High income areas				Low income areas			
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices		
		Marked	Dol.		Marked	Dol.		Marked	Dol.		Marked	Dol.		Marked	Dol.	
Pork chops	11		1.29	21		1.29	11			21			21			
Per pound	12	Center	1.29	22	Center	1.29	12			22			22			
	13	cut	1.29	23	cut	1.29	13			23			23			
	14	pork	1.29	24	pork	1.29	14			24			24			
	15	chops	1.33	25	chops	1.29	15			25			25			
	16		1.29	26		1.29	16			26			26			
	Av.		1.297			1.29										
Chicken, whole, fryer	11		.29	21		--	11			21			21			
Per pound	12		.29	22		.29	12			22			22			
	13		.29	23		.29	13			23			23			
	14		--	24		.29	14			24			24			
	15		--	25		.29	15			25			25			
	16		.39	26		.29	16			26			26			
	Av.		.315			.29										

Notes on prices in individual stores

Margarine:

Brand I

All Stores - Weekend advertised price was 2/57 cents.

Baby food:

Brand I

All Stores - Weekend advertised price was 6/59 cents.

Stores 4211, 4225, 4226 - Both brands rung up at 53 cents.

Brand II

All Stores - Weekend advertised price was 6/53 cents.

Green beans:

Brand II

Store 4211 - Green beans rung up with Brand II fruit cocktail at 59 cents.

Fruit cocktail:

Brand II

Store 4211 - Fruit cocktail rung up with Brand II green beans at 59 cents.

Continued

Table 29.--CITY 4, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Evaporated milk:

Brands I and II

Stores 4212, 4213, 4222, 4225, and 4226 - In all other stores, both brands were rung up together at 35 cents.

Chicken, whole, fryer:

All Stores - Weekend advertised price was 29 cents per pound.

Table 30.--CITY 5, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II						
	Store code	High income areas		Low income areas		Store code	High income areas		Low income areas		Store code	Prices	
		Marked	Paid	Store code	Marked	Paid	Marked	Paid	Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.	Dol.	Dol.	Dol.	Dol.		Dol.	Dol.
Milk, whole, grade A, Vit. D Quart	11	--	.26	21	--	.26	11				21		
	12	--	.26	22	--	.26	12				22		
	13	--	.26	23	--	.26	13				23		
	14	--	.26	24	--	.26	14				24		
	15	--	.26	25	--	.26	15				25		
	16	--	.26	26	--	.26	16				26		
	Av.		.26			.26							
Margarine,* regular, quarters Pound	11	.43	.43	21	.43	.43	11	.29	.29	21	.29	.29	
	12	.43	.43	22	.43	.43	12	.29	.29	22	.29	.29	
	13	.43	.43	23	.43	.43	13	--	--	23	--	--	
	14	.43	.43	24	.43	.43	14	.29	.29	24	.29	.29	
	15	.43	.43	25	.43	.43	15	.29	.29	25	.31	.27	
	16	.43	.43	26	.43	.43	16	.29	.29	26	.31	.31	
	Av.		.43			.43							.29
Eggs,* large, grade AA Dozen	11	--	.39	21	--	.37	11			21			
	12	--	.39	22	--	.39	12			22			
	13	--	.39	23	--	.39	13			23			
	14	--	.39	24	--	.39	14			24			
	15	--	.39	25	--	.39	15			25			
	16	--	.39	26	--	.39	16			26			
	Av.		.39			.387							
Baby food, vegetables, strained 4 $\frac{1}{2}$ oz. jars	11	--	.36	21	--	.36	11			21			
	12	--	.36	22	--	.32	12			22			
	13	--	.36	23	--	.36	13			23			
	14	--	.36	24	--	.36	14			24			
	15	--	.32	25	--	.32	15			25			
	16	--	.32	26	--	.36	16			26			
	Av.		.347			.347							
Green beans,* cut, canned #303 can	11	5/.89	.18	21	5/1.00	.25	11	.27	.27	21	4/1.00	.25	
	12	--	--	22	5/1.00	.20	12	3/.89	.30	22	4/1.00	.25	
	13	5/1.00	.20	23	5/1.00	.20	13	.25	.25	23	--	--	
	14	5/1.00	.20	24	5/1.00	.20	14	4/1.00	.25	24	4/1.00	.25	
	15	--	--	25	5/1.00	.20	15	4/1.00	.25	25	4/1.00	.25	
	16	5/1.00	.20	26	5/1.00	.20	16	4/1.00	.25	26	.27	.27	
	Av.		.195			.208							.254

Table 30.--CITY 5, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Fruit cocktail, heavy syrup, canned	11	.29	.29	21	.29	.29	11	--	--	21	.31	.31
	12	.29	.29	22	.29	.29	12	.31	.31	22	.31	.31
	13	.29	.29	23	.29	.29	13	--	--	23	.31	.31
	14	.29	.29	24	.29	.29	14	.31	.31	24	.31	.31
#303 can	15	.29	.29	25	.29	.29	15	.31	.31	25	--	--
	16	.29	.29	26	.29	.29	16	.31	.31	26	.31	.31
	Av.											
Evaporated milk,* unsweetened	11	--	.175	21	2/.35	.175	11	--	.175	21	2/.35	.175
	12	--	.175	22	2/.35	.175	12	--	.175	22	2/.35	.175
	13	2/.35	.175	23	--	.175	13	2/.35	.175	23	--	.175
	14	--	.18	24	2/.35	.175	14	--	.18	24	2/.35	.175
14½ oz. can	15	2/.35	.175	25	--	.175	15	2/.35	.175	25	--	.175
	16	2/.35	.175	26	2/.35	.175	16	2/.35	.175	26	2/.35	.175
	Av.											
Rice,* long grain	11	.19	.19	21	.19	.19	11	--	--	21	.25	.25
	12	--	.19	22	.19	.19	12	.25	.25	22	.25	.25
	13	--	.21	23	.19	.19	13	.25	.25	23	.25	.25
	14	.21	.19	24	.19	.19	14	.25	.25	24	.25	.25
Pound	15	.19	.19	25	.19	.17	15	.25	.25	25	.25	.25
	16	.19	.19	26	--	.19	16	.25	.25	26	.25	.25
	Av.											
*Flour, white, all-purpose, enriched	11	--	--	21	.59	--	11	.59	--	21	.59	--
	12	.59	--	22	.59	--	12	.69	--	22	.59	--
	13	.59	--	23	.59	--	13	.59	--	23	--	--
	14	.59	--	24	.59	--	14	.59	--	24	.69	--
5 pounds	15	.59	--	25	.59	--	15	.59	--	25	.59	--
	16	.59	--	26	.59	--	16	.59	--	26	.59	--
	Av.	.59			.59			.607			.61	
Sugar,* white, granulated	11	.59	--	21	--	--	11	.47	--	21	.47	--
	12	.59	--	22	.59	--	12	.47	--	22	.47	--
	13	.59	--	23	.59	--	13	.47	--	23	.47	--
	14	.59	--	24	.59	--	14	.47	--	24	.47	--
5 pounds	15	.59	--	25	--	--	15	.47	--	25	.47	--
	16	.59	--	26	.59	--	16	.47	--	26	.47	--
	Av.	.59			.59			.47			.47	

Table 30.--CITY 5, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas		Low income areas		High income areas		Low income areas					
	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices	Marked	Paid	Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.	Dol.	Dol.	Dol.
Bread, white, enriched, sliced, loaf	11	.29	.24	21	.29	.24	11	.35	.35	21	--	--
	12	.29	.24	22	--	.24	12	.35	.35	22	.35	.35
	13	.29	.24	23	.29	.24	13	.35	.35	23	--	--
	14	.29	.24	24	.29	.24	14	.35	.35	24	.35	.35
	15	4/.95	.24	25	.29	.24	15	.35	.35	25	.35	.35
Brand I-15 oz.	16	.29	.24	26	.29	.24	16	.35	.35	26	.35	.35
Brand II-22 oz.	Av.		.24			.24			.35			.35
Coffee,* ground, regular	11	--	.68	21	.68	.68	11	--	--	21	.69	.69
	12	.68	.68	22	.68	.68	12	.69	.68	22	.69	.69
	13	--	--	23	.68	.68	13	--	--	23	.69	.69
	14	--	.68	24	.68	.68	14	--	.69	24	.69	.69
Pound can	15	.68	.68	25	--	--	15	.69	.69	25	.69	.69
	16	.68	.68	26	.68	.68	16	.69	.69	26	.69	.68
	Av.		.68			.68			.688			.688
* Franks, all meat, skinless.	11	.63	.55	21	.63	.55	11	--	--	21	.59	.59
	12	.69	.59	22	.63	.55	12	--	--	22	.59	.59
	13	.69	.59	23	.63	.55	13	--	--	23	.59	.59
	14	.69	.59	24	.63	.55	14	.69	.59	24	.69	.69
Per pound	15	.63	.63	25	.63	.55	15	.59	.63	25	.59	.55
	16	.63	.59	26	.69	.59	16	.59	.59	26	.59	.59
	Av.		.59			.557			.603			.60
Ground beef, in casings	11			21			11			21		
	12			22			12			22		
	13	None available		23			13			23		
Per pound	14			24			14			24		
	15			25			15			25		
	16			26			16			26		
	Av.											
Ground beef, store packed	11			.53	21		.53	11			21	
	12			.53	22		.53	12			22	
	13			.53	23		.54	13			23	
Per pound	14			.53	24		.53	14			24	
	15			.53	25		.53	15			25	
	16			.53	26		.53	16			26	
	Av.		.53			.532						

Table 30.--CITY 5, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Cut	Dol.		Cut	Dol.		Cut	Dol.		Cut	Dol.
Pork chops	11	.79	21		--		11	--		21		1.27
	12	--	22		.89		12	Center	1.27	22	Center	--
Per pound	13	Blade	--	23	Blade	--	13	cut	1.27	23	cut	1.27
	14	chops	--	24	chops	.89	14	loin	1.27	24	loin	--
	15	.79	25		.89		15	chops	--	25	chops	--
	16	.89	26		--		16		--	26		1.27
	Av.	.823			.89				1.27			1.27
Chicken, whole, fryer	11	--	21		.43		11			21		
	12	--	22		--		12			22		
	13	--	23		--		13			23		
Per pound	14	.43	24		--		14	Not sampled		24		
	15	.49	25		--		15			25		
	16	--	26		--		16			26		
	Av.	.46			.43							

Notes on prices in individual stores

Margarine:

Brand II

All Stores - 2 cents off label on packages in all stores where product was available.
Store 5125 - Checker error was 4 cents less than price marked.

Eggs:

Brand I

Store 5121 - Checker error was 2 cents less than shelf price.

Green beans:

Brand I

Store 5121 - Checker error was 5 cents more than shelf price.

Evaporated milk:

Brands I and II

Store 5114 - In all other stores, both brands of evaporated milk were rung up together at 35 cents.

Rice:

Brand I

Store 5125 - Checker error was 2 cents less than price marked.

Table 30.--CITY 5, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Flour:

Brands I and II

All Stores - Since 2-pound packages were not available, enumerators were instructed to price, but not buy, 5-pound packages of flour in all stores.

Sugar:

Brands I and II

All Stores - Since 2-pound packages were not available, enumerators were instructed to price, but not buy, 5-pound packages of sugar in all stores.

Coffee:

Brand II

Stores 5112 and 5126 - Checker error was 1 cent less than price marked.

Franks:

Brand II

Store 5115 - Checker error was 4 cents more than price marked.

Store 5125 - Checker error was 4 cents less than price marked.

Table 31.--CITY 5, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Milk, whole, grade A, Vit. D Quart	11	--	.26	21 22	--	.26	11	None available		21 22	None available	
	Av.		.26			.26						
Margarine, regular, quarters Pound	11	.39	.39	21 22	.39 .43	.39 .43	11	.29	.29	21 22	.29 .29	.29
	Av.		.39			.41			.29			.29
Eggs, large, grade AA Dozen	11	--	--	21 22	--	.43	11	--	.43	21 22	-- .43	-- .43
	Av.		--			.43			.43			.43
Baby food, vegetables, strained 4/4½ oz. jars	11	4/.39	.39	21 22	-- --	.39 .39	11	4/.37	.37	21 22	-- --	.37 .36
	Av.		.39			.39			.37			.365
Green beans, cut, canned #303 can	11	.27	.27	21 22	.29 .29	.29 .29	11	.29	.29	21 22	.29 .29	.29 .29
	Av.		.27			.29			.29			.29
Fruit cock- tail, heavy syrup, canned #303 can	11	.31	.31	21 22	.31 .31	.31 .31	11	.31	.31	21 22	.31 --	.31 --
	Av.		.31			.31			.31			.31
Evaporated milk,* unsweetened 14½ oz. can	11	2/.35	.175	21 22	2/.35 2/.35	.175 .175	11	2/.35	.175	21 22	2/.35 2/.35	.175 .175
	Av.		.175			.175			.175			.175

Table 31.--CITY 5, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas		Low income areas		High income areas		Low income areas		High income areas		Low income areas	
	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices	Store code	Prices
		Marked Dol.	Paid Dol.		Marked Dol.	Paid Dol.		Marked Dol.	Paid Dol.		Marked Dol.	Paid Dol.
Rice, long grain Pound	11	.27	.25	21 22	.27	.25	11	.27	.27	21 22	.27	.27
	Av.		.25			.25			.27			.27
*Flour, white, all-purpose, enriched 5 pounds	11	.59	--	21 22	.59	--	11	.69	--	21 22	.59	--
	Av.	.59			.61	--		.69	--		.61	--
Sugar,*white; granulated 5 pounds	11	.59	--	21 22	.59	--	11	None available		21 22	None available	
	Av.	.59	--		.59	--						
Bread, white, enriched, sliced, loaf 15 oz.	11	.29	.25	21 22	.29	.25	11	.27	.27	21 22	.27	.27
	Av.		.25			.25			.27			.27
Coffee, ground, regular Pound can	11	.68	.68	21 22	.68	.68	11	.68	.68	21 22	.68	.68
	Av.		.68			.68			.68			.68
Franks,* all meat, skinless Per pound	11	.59	.49	21 22	.59	.59	11	.79	.79	21 22	.79	.79
	Av.		.49			.59			.79			.79
Ground beef, in casings Per pound	11	None available		21 22	None available		11	Not sampled		21 22	Not sampled	
	Av.											

Continued

Table 31.--CITY 5, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I					Brand II				
	High income areas		Low income areas		High income areas		Low income areas			
	Store code	Prices Marked : Paid	Store code	Prices Marked : Paid	Store code	Prices Marked : Paid	Store code	Prices Marked : Paid	Store code	Prices Marked : Paid
		Cut Dol.		Cut Dol.		Cut Dol.		Cut Dol.		Cut Dol.
Ground beef, store packed Per pound	11		.49	21 22		.49 .49	11	Not sampled	21 22	Not sampled
Pork chops	11	Thin sliced loin chops	.98	21 22	Thin sliced loin chops	-- .98	11	None available	21 22	Center cut loin chops .88
Chicken, whole, fryer Per pound	11		.29	21 22		.29 .29	11	Not sampled	21 22	Not sampled
	Av.		.29			.29				

Notes on prices in individual stores

Margarine:

Brand II

All Stores - 2 cents off label on all packages.

Evaporated milk:

Brands I and II

All Stores - Both brands of evaporated milk checked out together at 35 cents.

Flour:

Brands I and II

All Stores - Since 2-pound packages were not available, enumerators were instructed to price, but not buy, 5-pound packages of flour in all stores.

Sugar:

Brands I and II

All Stores - Since 2-pound packages were not available, enumerators were instructed to price, but not buy, 5-pound packages of sugar in all stores.

Franks:

Brand I

Store 5211 - Checker error was 10 cents less than price marked.

Table 32.--CITY 6, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I								Brand II							
	High income areas				Low income areas				High income areas				Low income areas			
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices		
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid	
Milk, whole, grade A, Vit. D Quart	11	.30	.30	21	.30	.30	11			21			12			
	12	.30	.30	22	.30	.30	12			22			13			
	13	.30	.30	23	.30	.30	13			23			14			
	14	.30	.30	24	.30	.30	14			24			15			
	15	.30	.30	25	.30	.30	15			25			16			
	16	.30	.30	26	.30	.30	16			26			Av.			
Margarine, regular, quarters Pound	11	.29	.29	21	.27	.27	11	.25	.25	21	.25	.25	12	.25	.25	
	12	.29	.29	22	.27	.27	12	.25	.25	22	.25	.25	13	.25	.25	
	13	.27	.27	23	.29	.29	13	.25	.25	23	.25	.25	14	.25	.25	
	14	.27	.27	24	.27	.27	14	.25	.25	24	.25	.25	15	.25	.25	
	15	.29	.29	25	.27	.27	15	.25	.25	25	.29	.29	16	.25	.25	
	16	.29	.27	26	.27	.27	16	.25	.25	26	.25	.25	Av.			
																.257
Eggs, large, grade A Dozen	11	.45	.45	21	.47	.47	11			21			12			
	12	.47	.47	22	.45	.45	12			22			13			
	13	.47	.47	23	.47	.47	13			23			14			
	14	.47	.47	24	.47	.47	14			24			15			
	15	.47	.47	25	.47	.47	15			25			16			
	16	.47	.47	26	.47	.47	16			26		<th>Av.</th> <td></td> <td></td>	Av.			
Baby food, vegetables, strained 3/4 oz. jars	11	--	.33	21	--	.27	11	--	.24	21	--	.24	12	--	.24	
	12	--	.33	22	--	.33	12	--	.24	22	--	.24	13	--	.24	
	13	--	.33	23	--	.33	13	--	.24	23	--	.24	14	--	.24	
	14	--	.33	24	--	.33	14	--	.24	24	--	.24	15	--	.24	
	15	--	.33	25	--	.33	15	--	.24	25	--	.24	16	--	.24	
	16	--	.36	26	--	.33	16	--	.24	26	--	.27	Av.			
																.245
Green beans,* cut, canned #303 can	11	.25	.25	21	.25	.25	11	.23	.19	21	.23	.23	12	.23	.19	
	12	.25	.25	22	.25	.25	12	.23	.19	22	.23	.23	13	.23	.19	
	13	.25	.25	23	.25	.25	13	.23	.19	23	.25	.25	14	.23	.19	
	14	.26	.26	24	.25	.25	14	.23	.23	24	.25	.25	15	.23	.19	
	15	.25	.25	25	.25	.25	15	.23	.19	25	.23	.23	16	.23	.23	
	16	.27	.27	26	.25	.25	16	.23	.23	26	.23	.23	Av.			
																.22

Table 32.--CITY 6, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Fruit cocktail heavy syrup, canned #303 can	11	.25	.25	21	.25	.25	11	.24	.24	21	.23	.23
	12	.25	.25	22	.25	.25	12	.24	.24	22	.24	.24
	13	.25	.25	23	.25	.25	13	.24	.24	23	.23	.23
	14	.25	.25	24	.25	.25	14	.24	.24	24	.24	.24
	15	.25	.25	25	.25	.25	15	.24	.24	25	.24	.24
	16	.25	.25	26	.24	.24	16	.24	.24	26	.24	.24
	Av.		.25			.248			.24			.237
Evaporated milk, * unsweetened 14½ oz. can	11	--	.16	21	.16	.16	11	--	.14	21	.13	.10
	12	.16	.16	22	.16	.16	12	.14	.10	22	.14	.10
	13	--	.15	23	--	.16	13	.14	.10	23	--	.10
	14	.16	.16	24	--	.16	14	.14	.10	24	--	.10
	15	.16	.16	25	.16	.16	15	.14	.10	25	.15	.14
	16	.16	.16	26	--	.16	16	.14	.10	26	--	.16
	Av.		.158			.16			.107			.117
Rice, extra long grain Pound	11	--	--	21	.17	.17	11			21		
	12	.17	.17	22	.17	.17	12			22		
	13	.17	.17	23	.17	.17	13			23		
	14	.17	.17	24	.17	.17	14			24		
	15	.17	.17	25	--	--	15			25		
	16	.17	.17	26	.17	.17	16			26		
	Av.		.17			.17						
Flour, white, all-purpose, enriched 2 pounds	11	.33	.33	21	.33	.33	11	.33	.33	21	.33	.33
	12	.33	.33	22	.33	.33	12	.33	.33	22	.33	.33
	13	.33	.33	23	.33	.33	13	.33	.33	23	.33	.33
	14	.33	.33	24	.33	.33	14	.33	.33	24	.33	.33
	15	.33	.33	25	--	--	15	.33	.33	25	.33	.33
	16	.33	.33	26	.33	.33	16	.33	.33	26	.33	.33
	Av.		.33			.33			.33			.33
Sugar, white, granulated 2 pounds	11	--	.28	21	--	.28	11			21		
	12	--	.28	22	--	.28	12			22		
	13	--	.28	23	--	.28	13			23		
	14	.28	.28	24	--	.28	14			24		
	15	.28	.28	25	--	.28	15			25		
	16	--	.28	26	--	.28	16			26		
	Av.		.28			.28						

Table 32.--CITY 6, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas		Low income areas		High income areas		Low income areas		High income areas		Low income areas	
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Bread,* white, enriched, sliced, loaf Pound	11	.21	.21	21	.21	.21	11	.23	.23	21	.23	.23
	12	.21	.21	22	.21	.21	12	--	.23	22	--	.23
	13	.21	.21	23	.21	.21	13	.23	.23	23	.23	.23
	14	.21	.21	24	.21	.21	14	--	.23	24	.23	.23
	15	.21	.21	25	.21	.21	15	.23	.23	25	.23	.23
	16	.21	.21	26	.21	.14	16	--	.23	26	--	.14
	Av.		.21			.198			.23			.215
Coffee,* ground, regular Pound can	11	.73	.73	21	.67	.67	11	.73	.73	21	.67	.67
	12	.73	.73	22	.73	.73	12	.73	.73	22	.73	.73
	13	.73	.73	23	.73	.73	13	.73	.73	23	.73	.73
	14	.73	.73	24	.73	.73	14	.73	.73	24	.73	.73
	15	.73	.73	25	.73	.73	15	.73	.73	25	.73	.73
	16	.73	.73	26	.73	.73	16	.73	.73	26	.73	.73
	Av.		.73			.72			.73			.72
Franks,* all meat, skinless Per pound	11	.55	.55	21	.55	.55	11	.69	.69	21	.69	.69
	12	.55	.55	22	.55	.55	12	.69	.69	22	.69	.69
	13	.55	.55	23	.65	.65	13	.69	.69	23	.69	.69
	14	.65	.65	24	.55	.55	14	.69	.69	24	.69	.69
	15	.55	.55	25	.65	.65	15	.69	.69	25	.65	.65
	16	.55	.55	26	.55	.55	16	.69	.69	26	.69	.69
	Av.		.567			.583			.69			.683
Ground beef,* in casings 2 pounds	11		1.00	21		1.00	11			21		
	12		1.00	22		1.00	12			22		
	13		1.00	23		1.00	13			23		
	14		1.00	24		1.00	14		Not sampled	24		
	15		1.00	25		1.00	15			25		
	16		1.00	26		1.00	16			26		
	Av.		1.00			1.00						
Ground beef, store packed Per pound	11		.55	21		.55	11			21		
	12		.49	22		--	12			22		
	13		.55	23		.55	13			23		
	14		.55	24		.55	14		Not sampled	24		
	15		.55	25		.55	15			25		
	16		.55	26		.49	16			26		
	Av.		.54			.538						

Table 32.--CITY 6, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Dol.		Marked	Dol.		Marked	Dol.		Marked	Dol.
Pork chops	11		.89	21		.89	11			21		
	12		.89	22		.89	12			22		
Per pound	13	Rib chops	.99	23	Rib chops	.89	13	Not sampled		23	Not sampled	
	14		.89	24		.89	14			24		
	15		.89	25		.99	15			25		
	16		.99	26		.89	16			26		
	Av.		.923			.907						
Chicken, whole, fryer	11		.29	21		.29	11			21		
	12		.29	22		.29	12			22		
Per pound	13		.29	23		.29	13	Not sampled		23	Not sampled	
	14		.29	24		.29	14			24		
	15		.29	25		.29	15			25		
	16		.29	26		.29	16			26		
	Av.		.29			.29						

Notes on prices in individual stores

Margarine:

Brand I

Stores 6112, 6115, 6116, and 6123 - In all other stores, 2 cents off labels on packages.
Store 6115 - Shelf price was 27 cents.

Brand II

All Stores - 4 cents off label on all packages.

Baby food:

Brand I

Store 6116 - Checker error was 3 cents more than shelf price.
Store 6121 - Checker error was 6 cents less than shelf price.

Green beans:

Brand II

All Stores - Weekend advertised price was 5/95 cents.

Evaporated milk:

Brand I

Store 6113 - Checker error was 1 cent less than shelf price.
Store 6126 - Both brands of milk rung up together at 32 cents.

Table 32.--CITY 6, CHAIN 1: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Evaporated milk: (Continued)

Brand II

All Stores - Weekend advertised price was 10 cents.

Store 6126 - Both brands of milk rung up together at 32 cents. Shelf price was 10 cents for Brand II. Amounts to 6 cents overcharge for Brand II.

Bread:

Brands I and II

Store 6126 - Price marked down to 1 $\frac{1}{4}$ cents; may have been local price war on bread. Shelf price for Brand II was 23 cents.

Coffee:

Brand I

All Stores - Weekend advertised price was 73 cents.

Franks:

Brand I

All Stores - Weekend advertised price was 55 cents.

Ground beef, in casings:

All Stores - Weekend advertised price was 2/\$1.00.

Chicken, whole, fryer:

All Stores - Weekend advertised price was 29 cents.

Table 33.--CITY 6, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968*

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Marked	Paid		Marked	Paid		Marked	Paid
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Milk, whole, grade A, Vit. D Quart	11	.31	.31	21	.31	.31	11			21		
	12	.31	.31	22	.31	.31	12			22		
	13	.31	.31	23	.31	.31	13			23		
	14	--	.32	24	.31	.31	14			24		
	15	.31	.31	25	.31	.31	15			25		
	16	.31	.31				16					
	Av.		.312			.31						
Margarine, regular, quarters Pound	11	.27	.27	21	.27	.27	11	.41	.41	21	.41	.41
	12	.27	.27	22	.27	.27	12	.41	.41	22	.42	.42
	13	--	--	23	.27	.27	13	.41	.41	23	.41	.41
	14	.27	.27	24	.29	.29	14	.42	.42	24	.41	.41
	15	.27	.27	25	.27	.27	15	--	--	25	.42	.42
	16	.29	.29				16	.41	.41			
	Av.		.274			.274				.412		.414
Eggs, large, grade A Dozen	11	.47	.47	21	.45	.45	11			21		
	12	.47	.47	22	.47	.47	12			22		
	13	.49	.49	23	.45	.45	13			23		
	14	.45	.45	24	.47	.47	14			24		
	15	.45	.45	25	--	--	15			25		
	16	.45	.45				16					
	Av.		.463			.46						
Baby food, vegetables, strained 3/4 $\frac{1}{2}$ oz. jars	11	--	.33	21	--	.33	11	--	.27	21	--	.30
	12	--	.33	22	--	.33	12	--	.27	22	--	.27
	13	--	.33	23	--	.33	13	--	.27	23	--	.27
	14	--	.33	24	--	.33	14	--	.27	24	--	.27
	15	--	.33	25	--	.33	15	--	.27	25	--	.30
	16	--	.33				16	--	.27			
	Av.		.33			.33				.27		.282
Green beans, cut, canned #303 can	11	.26	.26	21	.29	.29	11	.27	.27	21	.27	.27
	12	.26	.26	22	.26	.26	12	.27	.27	22	.27	.27
	13	.26	.26	23	.26	.26	13	.27	.27	23	.27	.27
	14	.26	.26	24	.26	.26	14	.27	.27	24	.27	.27
	15	.26	.26	25	.26	.26	15	.27	.27	25	.27	.27
	16	.26	.26				16	.27	.27			
	Av.		.26			.266				.27		.27

Table 33.--CITY 6, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas		Low income areas		High income areas		Low income areas					
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.		Dol.	Dol.
Fruit cocktail, heavy syrup, canned #303 can	11	.24	.24	21	.24	.24	11	.23	.23	21	.23	.23
	12	.24	.24	22	.24	.24	12	.23	.23	22	.23	.23
	13	--	--	23	.24	.24	13	.23	.23	23	.23	.23
	14	.24	.24	24	.22	.22	14	.23	.23	24	.23	.23
	15	.24	.24	25	.24	.24	15	.23	.23	25	.23	.23
	16	.24	.24				16	.23	.23			
	Av.		.24			.236			.23			.23
Evaporated milk, unsweetened 14½ oz. can	11	.16	.16	21	.16	.16	11	.16	.16	21	.16	.16
	12	.16	.16	22	.16	.16	12	.16	.16	22	.16	.16
	13	.16	.16	23	.16	.16	13	.16	.16	23	.16	.16
	14	.16	.16	24	.16	.16	14	.16	.16	24	.16	.16
	15	.16	.16	25	.16	.16	15	.16	.16	25	.16	.16
	16	.16	.16				16	.16	.16			
	Av.		.16			.16			.16			.16
Rice, long grain Pound	11	.18	.18	21	.18	.18	11			21		
	12	.18	.18	22	.18	.18	12			22		
	13	.18	.18	23	.18	.18	13			23		
	14	.18	.18	24	.18	.18	14			24		
	15	.18	.18	25	.17	.17	15			25		
	16	.18	.18				16					
	Av.		.18			.178						
Flour, white, all-purpose, enriched 2 pounds	11	.33	.33	21	.33	.33	11	.33	.33	21	.33	.33
	12	.33	.33	22	.35	.35	12	.33	.33	22	.35	.35
	13	.33	.33	23	.33	.33	13	.33	.33	23	.33	.33
	14	.33	.33	24	.33	.33	14	.33	.33	24	.33	.33
	15	.33	.33	25	--	--	15	.33	.33	25	.33	.33
	16	--	--				16	.33	.33			
	Av.		.33			.335			.33			.334
Sugar, white, granulated 2 pounds	11	.28	.28	21	.31	.31	11			21		
	12	.28	.28	22	.28	.28	12			22		
	13	.28	.28	23	.28	.28	13			23		
	14	.28	.28	24	.28	.28	14			24		
	15	.28	.28	25	.28	.28	15			25		
	16	.28	.28				16					
	Av.		.28			.286						

Table 33.--CITY 6, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Paid		Dol.	Dol.		Marked	Paid		Dol.	Dol.
Bread,* white, enriched, sliced, loaf	11	--	.19	21	2/.37	.19	11	--	.25	21	.25	.25
	12	2/.37	.19	22	2/.37	.19	12	.25	.25	22	--	--
	13	2/.37	.19	23	2/.37	.19	13	.25	.25	23	.25	.25
	14	2/.37	.19	24	2/.37	.19	14	.25	.25	24	.25	.25
	15	2/.37	.19	25	--	.19	15	.24	.24	25	.25	.25
Brand I-24 oz. Brand II-16 oz.	16	2/.37	.19				16	--	--			
	Av.		.19			.19				.248		.25
Coffee, ground, regular	11	.73	.73	21	.73	.73	11	.73	.73	21	.73	.73
	12	.73	.73	22	--	--	12	.73	.73	22	.73	.73
	13	--	--	23	.73	.73	13	--	--	23	.73	.73
Round can	14	.73	.73	24	.73	.73	14	.73	.73	24	.73	.73
	15	.73	.73	25	.73	.73	15	.73	.73	25	.73	.73
	16	.73	.73				16	.73	.73			
	Av.		.73			.73				.73		.73
Franks, * all meat, skinless	11	.77	.77	21	--	--	11	.45	.45	21	.69	.69
	12	.77	.77	22	--	--	12	.69	.69	22	.69	.69
	13	.77	.77	23	--	--	13	.69	.69	23	--	--
Per pound	14	--	--	24	.75	.75	14	.69	.69	24	.69	.69
	15	.77	.77	25	.77	.77	15	--	--	25	.69	.69
	16	.77	.77				16	.69	.69			
	Av.		.77			.76				.642		.69
Ground beef, in casings	11		.59	21		.59	11			21		
	12		.59	22		.59	12			22		
Per pound	13		.59	23		.59	13			23		
	14		.59	24		.59	14			24		
	15	--		25		.59	15			25		
	16		.59				16					
	Av.		.59			.59						
Ground beef, store packed	11		.59	21		.59	11			21		
	12		.59	22		.59	12			22		
Per pound	13	--		23		.59	13			23		
	14		.59	24		.59	14			24		
	15		.59	25		.49	15			25		
	16		.59				16					
	Av.		.59			.57						

Table 33---CITY 6, CHAIN 2: Prices of selected food items purchased in a sample of stores located in high and low income areas, February 8 and 9, 1968

Item	Brand I						Brand II					
	High income areas			Low income areas			High income areas			Low income areas		
	Store code	Prices		Store code	Prices		Store code	Prices		Store code	Prices	
		Marked	Dol.		Marked	Dol.		Marked	Dol.		Marked	Dol.
Pork chops		Cut	Dol.		Cut	Dol.		Cut	Dol.		Cut	Dol.
Per pound	11		.99	21		.99	11			21		
	12		.99	22		.99	12			22		
	13	Rib	.99	23	Rib	.99	13			23		
	14	chops	--	24	chops	.99	14	Not sampled		24		Not sampled
	15		.99	25		.99	15			25		
	16		.99				16			26		
	Av.		.99			.99						
Chicken,* whole, fryer	11		.25	21		.25	11			21		
Per pound	12		.25	22		.25	12			22		
	13		.25	23		.25	13	Not sampled		23		
	14		.25	24		.25	14			24		
	15		.25	25		.25	15			25		
	16		.25			.25	16			26		
	Av.		.25			.25						

Notes on prices in individual stores

*There are only 11 stores in the sample for Chain 2 since no alternate was available for Store 6226.

Margarine:

Brand I

All Stores - 2 cents off label on package in all stores.

Bread:

Brand I

All Stores - Weekend advertised price was 2/37 cents.

Franks:

Brand II

Store 6211 - Special price in that store only.

Chicken, whole, fryer:

All Stores - Weekend advertised price was 25 cents.

Table 34---ALL MEAT FRANKS: Range and average percentage of water added in products purchased in sample stores
of two chains, by city, February 8 and 9, 1968

City and income areas	Brand I						Brand II					
	Chain 1			Chain 2			Chain 1			Chain 2		
	Range	Average	Percent	Range	Average	Percent	Range	Average	Percent	Range	Average	Percent
City 1												
Low income	6.1-9.4	7.8	6.6-10.0	8.1	9.1-10.1	9.7	6.2-9.9	8.2				
High income	6.6-11.2	8.5	4.7-8.5	7.1	9.6-10.4	10.0	7.1-10.0	8.7				
City 2												
Low income	5.5-12.0	7.0	5.6-11.9	8.6	8.1-11.1	9.6	8.0-11.1	9.8				
High income	6.2-10.7	7.5	6.3-9.7	7.9	3.6-11.2	8.8	9.3-11.0	10.3				
City 3												
Low income	1.6-7.8	4.8	5.0-12.5	8.8	4.3-7.4	5.8	3.0-9.1	6.8				
High income	2.0-7.3	5.7	5.7-15.1	11.2	5.6-7.7	6.4	5.7-9.7	7.6				
City 4												
Low income	7.1-11.6	9.4	5.6-8.9	7.5	2.5-8.0	6.1	3.8-9.1	5.6				
High income	2.6-14.3	7.0	5.0-7.9	6.3	5.7-8.0	6.7	4.0-7.7	5.8				
City 5												
Low income	2.4-4.8	3.8	2.9-4.9	1/3.9	4.3-9.9	7.8	8.3-10.7	1/9.5				
High income	0.2-6.0	3.0	2/	5.9	8.3-12.5	10.8	2/	9.9				
City 6												
Low income	3.9-7.5	6.3	10.5-11.3	10.9	9.0-14.0	11.2	11.1-13.2	12.2				
High income	5.3-9.4	7.2	9.0-10.6	9.6	8.3-13.1	11.5	7.9-12.0	10.2				

1/ Only two stores in chain sample.
2/ Only one store in chain sample.

Table 35.—ALL MEAT FRANKS; 6 cities: Percentage of protein and water in products purchased in sample stores of two chains, February 8 and 9, 1968

Store code	BRAND I						BRAND II					
	Water			Total protein			Water			Total protein		
	Total	Percent	;	Total	Percent	;	Total	Percent	;	Total	Percent	;
City 1												
Chain 1												
1111	11.2	52.3	7.5									
1112	10.3	50.5	9.3									
1113	10.8	51.8	8.6									
1114	9.7	50.0	11.2									
1115	10.9	50.2	6.6									
1116	10.8	51.0	7.8									
1121	10.2	50.2	9.4									
1122	10.4	50.5	8.9									
1123	10.7	49.5	6.7									
1124	10.6	50.3	7.9									
1125	10.6	50.5	8.1									
1126	10.8	49.3	6.1									
Chain 2												
1211	11.7	54.5	8.0									
1212	10.7	51.3	8.5									
1213	10.2	48.6	7.8									
1214	12.2	53.5	4.7									
1215		None available										
1216	11.4	52.2	6.6									
1221	10.9	51.3	7.7									
1222	11.6	54.6	8.2									
1223	11.1	52.2	7.8									
1224	10.3	51.2	10.0									
1225	11.1	51.0	6.6									
1226		None available										

Table 35.--ALL MEAT FRANKS; 6 cities: Percentage of protein and water in products purchased in sample stores of two chains, February 8 and 9, 1968--Continued

Store code	BRAND I			BRAND II		
	Total	Water	Total	Total	Water	Total
	protein	;	;	protein	;	;
City 2						
Chain 1						
2111	11.6	52.6	6.2	9.8	50.4	11.2
2112	11.6	53.8	7.4	10.2	49.6	8.8
2113	11.7	54.6	7.8	11.6	50.0	3.6
2114	11.7	53.4	6.6	9.8	49.3	10.1
2115	10.8	53.9	10.7	9.5	48.4	10.4
2116	11.4	51.9	6.3	10.1	49.0	8.6
2121	10.6	54.4	12.0	9.5	48.5	10.5
2122	11.7	52.4	5.6	9.8	50.3	11.1
2123	11.2	51.3	6.5	10.2	49.1	8.3
2124	11.7	52.4	5.6		None available	
2125	11.6	53.2	6.8	9.5	48.2	10.2
2126	11.8	52.7	5.5	10.2	48.9	8.1
Chain 2						
2211	11.6	55.7	9.3	10.1	51.4	11.0
2212	11.6	55.2	8.8	10.2	50.9	10.1
2213	12.1	54.7	6.3		None available	
2214	10.9	50.1	6.5	10.6	51.7	9.3
2215	11.2	54.5	9.7	10.0	50.6	10.6
2216	10.9	50.5	6.9	10.2	51.4	10.6
2221	11.0	54.3	10.3	10.1	50.9	10.5
2222	12.3	55.1	5.7	10.0	51.1	11.1
2223	10.7	54.7	11.9	10.4	51.0	9.4
2224	10.4	51.2	9.6	10.8	51.2	8.0
2225	12.2	54.4	5.6		None available	
2226	10.2	49.1	8.3	10.1	50.3	9.9

Table 35.—ALL MEAT FRANKS; 6 cities: Percentage of protein and water in products purchased in sample stores of two chains, February 8 and 9, 1968--Continued

Store code	BRAND I			BRAND II		
	Total protein	Water		Total protein	Water	
		Total	Added		Total	Added
	Percent	Percent	Percent	Percent	Percent	Percent
City 3						
Chain 1						
3111	12.3	55.7	6.5	None available	56.9	5.7
3112	11.1	50.5	6.1		56.5	6.1
3113	11.5	50.8	4.8		56.4	5.6
3114	11.9	54.9	7.3		58.1	7.7
3115	12.3	56.5	7.3		56.7	7.1
3116	13.0	54.0	2.0			
3121	12.2	50.4	1.6	12.9	55.9	4.3
3122	12.1	54.3	5.9	12.7	56.9	6.1
3123	12.2	55.7	6.9	13.1	57.1	5.3
3124	11.8	55.0	7.8	12.7	56.6	5.8
3125	12.6	54.4	4.0	12.5	57.4	7.4
3126	12.8	53.6	2.4	12.6	56.3	5.9
Chain 2 1/						
3211 (A)	12.3	54.9	5.7	12.5	57.6	7.6
3212 (A)	11.9	55.7	8.1	12.0	57.7	9.7
3213 (A)	12.1	54.6	12.6	12.3	55.6	6.4
3214 (A)	11.6	54.4	14.4	12.9	57.3	5.7
3215 (B)		None available		12.5	56.5	6.5
3216 (A)	11.7	56.3	15.1	12.3	58.8	9.6
3221 (A)	12.7	55.8	5.0	13.1	55.4	3.0
3222 (A)	11.9	54.9	12.5	12.5	57.9	7.9
3223 (B)		None available		12.6	57.3	6.9
3224 (B)		None available		12.1	56.5	8.1
3225 (B)		None available		12.9	57.2	5.6
3226 (B)		None available		12.4	58.7	9.1

Table 35.--ALL MEAT FRANKS; 6 cities: Percentage of protein and water in products purchased in sample stores of two chains, February 8 and 9, 1968--Continued

Store code	BRAND I						BRAND II					
	Total protein		Water		Total protein		Water		Total protein		Water	
	Percent	Percent	Total	Added	Percent	Percent	Total	Added	Total	Percent	Total	Percent
City 4												
Chain 1												
4111	10.0	54.3	14.3		11.1		50.1		50.1		5.7	
4112	13.0	54.6	2.6		11.0		50.3		50.3		6.3	
4113	12.6	53.9	3.5		11.3		52.1		52.1		6.9	
4114	10.8	54.4	11.2		10.9		51.6		51.6		8.0	
4115	11.8	53.9	6.7		11.0		50.6		50.6		6.6	
4116	12.5	53.9	3.9		11.1		51.2		51.2		6.8	
4121	11.0	53.3	9.3		10.9		50.5		50.5		6.9	
4122	10.7	54.4	11.6		10.5		50.0		50.0		8.0	
4123	11.6	53.5	7.1				None available		50.6		7.0	
4124	11.2	53.2	8.4		10.9				49.2		6.0	
4125	10.9	54.2	10.6		10.8				49.3		2.5	
4126	10.7	52.0	9.2		11.7							
102												
Chain 2												
4211	11.1	50.6	6.2		11.8		53.6		53.6		6.4	
4212	11.2	49.8	5.0		11.9		53.4		53.4		5.8	
4213	11.1	51.5	7.1		12.0		52.4		52.4		4.4	
4214	10.8	49.3	6.1		11.7		54.5		54.5		7.7	
4215	10.6	50.3	7.9		11.7		53.0		53.0		6.2	
4216	10.9	49.2	5.6		12.1		52.4		52.4		4.0	
4221	10.8	49.8	6.6		12.2		52.7		52.7		3.9	
4222	11.3	50.8	5.6		11.5		53.6		53.6		7.6	
4223	10.9	52.2	8.6		11.8		51.6		51.6		4.4	
4224	10.6	50.0	7.6		11.3		54.3		54.3		9.1	
4225	10.7	51.7	8.9		12.1		53.1		53.1		4.7	
4226	10.7	50.4	7.6		12.3		53.0		53.0		3.8	

Continued

Table 35.—ALL MEAT FRANKS; 6 cities: Percentage of protein and water in products purchased in sample stores of two chains, February 8 and 9, 1968.—Continued

Store code	BRAND I			BRAND II		
	Total protein	Total Water	Added	Total protein	Total Water	Added
	Percent	Percent	Percent	Percent	Percent	Percent
City 5						
Grain 1						
5111	11.8	3.9	3.9	10.1	5.7	9.9
5112	13.2	14.1	13.2	10.3	5.7	6.7
5113	13.1	13.8	13.1	10.2	5.5	4.3
5114	13.0	12.2	12.2	10.1	5.2	8.8
5115	11.5	20.0	20.0	10.3	5.5	9.7
5116	11.8	26.6	26.6	10.5	5.3	7.2
Grain 2						
5211	11.5	2.5	2.5	10.2	5.9	9.9
5221	11.7	5.9	5.9	10.2	5.5	10.7
5222	12.0	5.3	5.3	10.6	5.7	8.3

Table 35.--ALL MEAT FRANKS; 6 cities: Percentage of protein and water in products purchased in sample stores of two chains, February 8 and 9, 1968--Continued

Store code	BRAND I			BRAND II		
	Total protein	Water	Total protein	Total	Water	Total
	Percent	Percent	Percent	Percent	Percent	Percent
City 6						
Chain 1						
6111	11.2	52.1	7.3	10.7	54.9	12.1
6112	12.1	53.7	5.3	10.6	55.5	13.1
6113	11.4	52.2	6.6	11.4	53.9	8.3
6114	11.2	52.3	7.5	10.9	55.9	12.3
6115	11.7	53.8	7.0	10.9	55.5	11.9
6116	11.4	55.0	9.4	11.0	55.5	11.5
10 ⁴						
6121	11.7	54.3	7.5	10.8	56.0	12.8
6122	11.0	49.8	5.8	11.3	54.2	9.0
6123	11.5	52.6	6.6	10.8	54.7	11.5
6124	12.1	52.3	3.9	10.6	56.4	14.0
6125	11.9	55.1	7.5	10.8	53.5	10.3
6126	11.0	50.3	6.3	11.2	54.3	9.5
Chain 2						
6211	10.4	51.2	9.6	11.9	55.5	7.9
6212	10.4	51.6	10.0	10.7	54.1	11.3
6213	10.3	51.8	10.6	11.0	53.6	9.6
6214		None available		11.4	57.6	12.0
6215	10.4	50.6	9.0		None available	
6216	10.4	50.6	9.0	10.9	53.8	10.2
		None available				
6221					10.6	55.5
6222					10.8	54.3
6223					None available	
6224	10.2	51.3	10.5		54.8	13.2
6225	10.0	51.3	11.3	11.0	55.6	11.6

1/ $\begin{cases} A \\ B \end{cases}$ designates Chain 2-A.
 $\begin{cases} A \\ B \end{cases}$ designates Chain 2-B.

Table 36---GROUND BEEF, in casings: Range and average percentage of fat in products purchased in sample chainstores, by city, February 8 and 9, 1968 1/

City and income areas	Chain 1		Chain 2	
	Range	Average	Range	Average
	Percent	Percent	Percent	Percent
City 2				
Low income	22.3-25.8	23.6		None available
High income	20.8-27.3	24.8		
City 3			Chain 2-A	
Low income		None available	29.3-32.8	2/31.0
High income			21.7-28.3	25.6
			Chain 2-B	
Low income		None available	26.3-28.3	26.9
High income			3/	27.1
City 6				
Low income	21.7-27.1	23.2	24.5-31.1	26.0
High income	17.9-28.1	23.7	25.0-26.4	25.7

1/ Ground beef in casings not available in sample stores in Cities 1, 4 and 5.

2/ Only two of the seven Chain 2-A stores were located in low income areas.

3/ Only one of the five Chain 2-B stores was located in a high income area.

Table 37.--GROUND BEEF, in casings; 3 cities: Percentage of protein, water, and fat in products purchased in sample chainstores, February 8 and 9, 1968

Store code	Total	Water		Fat
	protein	Total	Added	
	Percent	Percent	Percent	
City 2				
Chain 1				
2111	16.8	57.0	0	25.6
2112	16.1	56.1	0	27.3
2113	17.8	60.3	0	20.8
2114	16.9	56.8	0	25.3
2115	16.6	55.1	0	26.2
2116	16.4	59.1	0	23.8
2121	17.1	59.6	0	22.6
2122	14.4	59.9	0	22.3
2123	16.5	59.4	0	23.8
2124	17.1	57.1	0	25.8
2125	15.9	58.2	0	24.8
2126	17.1	59.2	0	22.3
City 3				
Chain 2-A				
3211	17.5	60.0	0	21.7
3212	17.1	57.9	0	24.1
3213	16.6	54.7	0	28.1
3214	16.8	57.4	0	25.6
3216	16.4	55.5	0	28.3
3221	15.6	54.7	0	29.3
3222	14.9	52.2	0	32.8
Chain 2-B				
3215	16.5	56.0	0	27.1
3223	16.3	55.4	0	28.3
3224	16.5	55.3	0	26.6
3225	16.6	56.1	0	26.3
3226	16.7	56.1	0	26.4

Continued

Table 37.--GROUND BEEF, in casings; 3 cities: Percentage of protein, water, and fat in products purchased in sample chainstores, February 8 and 9, 1968--Continued

Store code	Total protein	Water		Fat
		Total	Added	
		Percent	Percent	
City 6				
Chain 1				
6111	16.0	57.5	0	25.5
6112	17.1	58.2	0	23.6
6113	17.0	58.0	0	24.1
6114	18.6	63.3	0	17.9
6115	16.3	55.5	0	28.1
6116	14.3	58.8	1/+	23.1
6121	17.4	59.9	0	22.9
6122	16.6	55.6	0	27.1
6123	17.6	59.9	0	21.7
6124	17.5	58.5	0	23.2
6125	18.7	59.4	0	22.3
6126	19.3	61.9	0	21.8
Chain 2				
6211	17.0	56.5	0	25.7
6212	16.8	56.9	0	26.0
6213	16.4	56.7	0	25.8
6214	16.8	56.9	0	25.0
6215	17.1	56.9	0	25.1
6216	16.5	56.4	0	26.4
6221	16.9	57.0	0	24.7
6222	15.6	53.3	0	31.1
6223	16.9	58.0	0	24.5
6224	16.8	57.8	0	24.8
6225	16.5	58.1	0	25.1

1/ Some added water found but percentage not given.

Table 38.--GROUND BEEF, store ground: Range and average percentage of fat in products purchased in sample stores of two chains, by city, February 8 and 9, 1968

City and income areas	Chain 1		Chain 2	
	Range	Average	Range	Average
	Percent	Percent	Percent	Percent
City 1	:			
Low income	: 21.2 - 32.8	25.4	21.6 - 32.1	27.3
High income	: 17.7 - 28.1	23.4	20.9 - 28.6	25.7
City 2	:			
Low income	: 22.4 - 27.5	24.4	21.2 - 28.1	25.5
High income	: 15.1 - 28.1	23.1	21.7 - 29.6	25.0
City 3	:			
Low income	: 24.0 - 26.9	24.9	18.6 - 27.5	22.7
High income	: 17.4 - 25.4	21.0	12.3 - 28.2	22.0
City 4	:			
Low income	: 20.3 - 24.8	21.8	20.8 - 31.3	25.6
High income	: 18.7 - 25.5	22.0	17.9 - 26.9	22.5
City 5	:			
Low income	: 17.3 - 25.1	21.5	23.6 - 30.2	2/26.9
High income	: 1/		3/	31.6
City 6	:			
Low income	: 16.2 - 24.3	20.4	21.7 - 29.6	25.5
High income	: 17.6 - 22.3	20.2	24.3 - 26.4	24.8

1/ Because moisture was lost from bags containing ground beef samples, only data from 3 stores of Chain 1 are included.

2/ Only two stores in chain sample

3/ Only one store in chain sample

Table 39:--GROUND BEEF, store ground; 6 cities: Percentage of protein, water, and fat in products purchased in sample stores
of two chains, February 8 and 9, 1968

Store code	City 1			City 2		
	Total protein	Percent	Water	Total protein	Percent	Water
	Percent	Percent	Fat	Percent	Percent	Fat
Chain 1						
1111	18.7	58.6	0	21.9	17.1	56.7
1112	18.5	63.1	0	17.7	17.2	59.4
1113	17.1	55.2	0	26.1	17.5	57.6
1114	17.1	55.2	0	27.2	17.0	58.9
1115	18.9	60.5	0	19.3	15.6	55.1
1116	16.7	54.7	0	28.1	18.7	65.0
1121	17.1	58.3	0	24.1	21.21	17.5
1122	17.3	55.2	0	26.9	21.22	17.1
1123	17.9	56.6	0	25.4	21.23	16.7
1124	18.5	57.9	0	22.3	21.24	15.8
1125	13.9	52.9	0.1	32.8	21.25	17.5
1126	17.1	60.2	0	21.2	21.26	17.2
Chain 2						
1211	16.5	55.5	0	26.7	22.11	17.2
1212	17.0	55.7	0	26.2	22.12	17.8
1213	18.2	60.2	0	20.9	22.13	17.2
1214	16.2	54.7	0	28.6	22.14	16.6
1215	17.6	55.8	0	27.1	22.15	16.5
1216	18.1	56.4	0	24.7	22.16	14.9
1221	18.0	60.1	0	28.9	22.21	17.4
1222	18.2	58.9	0	21.6	22.22	16.2
1223	17.4	58.5	0	24.1	22.23	16.6
1224	16.6	53.4	0	29.2	22.24	16.3
1225	17.1	55.0	0	27.8	22.25	16.8
1226	16.4	50.6	0	32.1	22.26	16.2

Table 39.--GROUND BEEF, store ground; 6 cities: Percentage of protein, water, and fat in products purchased in sample stores
of two chains, February 8 and 9, 1968--Continued

Store code	City 3				City 4			
	Total protein		Water		Total protein		Water	
	Percent	Percent	Total	Added	Fat	Percent	Total	Fat
Chain 1								
3111	17.2	56.2	0	25.4	4111	19.2	59.4	0
3112	18.9	59.2	0	20.9	4112	18.7	62.6	0
3113	20.4	62.2	0	17.4	4113	17.6	56.9	0
3114	18.6	59.2	0	21.0	4114	18.6	59.4	0
3115	18.7	59.5	0	21.8	4115	19.0	60.9	0
3116	18.4	61.8	0	19.8	4116 3/	17.8	57.7	0
3121	18.8	56.3	0	24.2	4121	19.0	55.9	0
3122	17.8	57.1	0	24.6	4122	18.0	61.6	0
3123	18.4	57.3	0	24.0	4123	18.4	60.1	0
3124	17.9	57.2	0	24.4	4124	17.9	56.9	0
3125	17.7	55.3	0	26.9	4125	18.6	59.5	0
3126	17.5	56.1	0	25.4	4126	18.3	59.0	0
Chain 2								
3211	18.1	59.5	0	23.1	4211	18.9	62.5	0
3212	16.8	55.3	0	27.4	4212	16.9	56.0	0
3213	16.0	55.0	0	28.2	4213	17.0	56.0	0
3214	17.5	56.4	0	23.9	4214	18.0	60.2	0
3215 2/	18.9	63.2	0	17.4	4215	17.9	58.1	0
3216	19.6	66.9	0	12.3	4216	18.4	59.9	0
3221	18.1	58.9	0	22.2	4221	17.8	55.5	0
3222	16.2	55.8	0	27.5	4222	15.7	52.6	0
3223	17.3	59.2	0	22.5	4223	19.0	59.9	0
3224		None available			4224	16.9	55.0	0
3225	18.4	61.9	0	18.6	4225	17.7	57.6	0
3226		None available			4226	17.6	58.8	0

Table 39:--GROUND BEEF, store ground; 6 cities: Percentage of protein, water, and fat in products purchased in sample stores
of two chains, February 8 and 9, 1968 --Continued

		City 5			City 6		
Store code 4/	Total protein	Percent	Water	Fat	Store code	Total protein	Water
	Total	Percent	Total	Added		Total	Total
Chain 1					Chain 1		
5121	16.9	57.3	0	25.1	6111	17.9	60.8
5123	17.5	59.6	0	22.1	6112	18.1	58.9
5125	18.6	63.5	0	17.3	6113	19.3	61.9
					6114	17.4	59.8
					6115	19.0	61.6
					6116	17.0	59.4
					6121	18.7	58.5
					6122	None available	0
					6123	17.4	57.5
					6124	19.2	62.6
					6125	17.4	59.6
					6126	19.3	63.2
							0
							22.4
Chain 2					Chain 2		
5211	16.4	51.5	0	31.6	6211	17.2	57.3
5221	16.5	52.9	0	30.2	6212	16.5	58.7
5222	18.4	57.6	0	23.6	6213	None available	0
					6214	17.5	57.4
					6215	17.3	57.3
					6216	17.2	57.3
					6221	17.3	57.2
					6222	16.4	53.7
					6223	17.6	56.1
					6224	18.2	59.1
					6225	18.2	59.3
							0
							24.3
							26.4
							24.3
							24.5
							24.6
							24.8
							29.6
							26.1
							25.1
							21.7

1/ Labeled "Lean Ground Beef." 2/ Labeled "Extra Lean Ground Beef." 3/ Labeled "U. S. Choice," regular ground beef.

4/ Moisture was lost from bags containing ground beef samples from all Chain 1 stores not listed. Therefore, reliable laboratory data for ground beef were available from only 3 stores of Chain 1.

Table 40.---PORK CHOPS: Range and average percentage of total fat and bone in products purchased in sample stores of two chains, by city, February 8 and 9, 1968

City and income areas	Chain 1						Chain 2					
	Fat 1/			Bone 2/			Fat 1/			Bone 2/		
	Range	Average	Percent	Range	Average	Percent	Range	Average	Percent	Range	Average	Percent
City 1												
Low income	18.4-36.8	30.6	16.8-21.4	19.2	27.9-32.2	30.0	16.4-25.9	20.9				
High income	18.1-33.5	26.2	13.3-24.7	18.9	26.3-33.6	30.1	13.2-26.5	19.7				
City 2												
Low income	19.6-34.0	26.1	13.5-23.4	18.8	22.9-31.8	28.0	14.7-20.7	17.5				
High income	20.7-28.5	25.6	16.2-23.1	19.4	23.9-30.2	26.7	17.7-25.7	22.2				
City 3												
Low income	21.9-31.8	25.7	16.7-23.6	20.6	20.0-32.4	27.1	19.5-38.9	27.5				
High income	21.2-31.4	26.4	18.3-23.8	20.5	23.7-33.9	26.9	13.9-29.9	22.7				
City 4												
Low income	21.8-34.3	27.4	17.5-26.1	21.8	18.5-24.8	21.7	12.3-31.5	25.4				
High income	19.2-29.6	24.4	12.7-27.7	20.8	20.6-32.8	25.4	10.7-30.5	20.5				
City 5												
Low income	24.2-32.5	28.2	11.9-20.5	15.6	15.8-28.0	21.9	14.3-31.5	3/15.1				
High income	19.9-38.2	27.6	11.3-19.0	16.5	-	18.5	-					
City 6												
Low income	21.0-35.0	29.4	14.2-22.4	17.2	25.2-34.6	30.0	14.8-20.6	17.5				
High income	21.4-40.5	29.6	11.3-28.1	18.7	21.4-38.6	31.2	14.0-27.3	21.1				

1/ Percentage of fat in meat after bone has been removed.

2/ Bone as percentage of total product weight.

3/ Only two stores in Chain 2 sample.

4/ Only one store in Chain 2 sample.

Table 41.--PORK CHOPS; 6 cities: Percentage of fat and bone in products purchased in sample stores of two chains,
February 8 and 9, 1968

Store code	City 1			City 2			Type of cut 1/	
	Total fat	Bone	Type of cut 1/	Store code	Total fat	Bone		
	Percent				Percent		Percent	
Chain 1								
1111	23.2	19.9	Not given	2111	27.0	16.9	Center cut	
1112	18.1	13.3	Center cut	2112	24.0	21.6	Do.	
1113	29.2	20.3	Do.	2113	28.5	16.2	Do.	
1114	33.5	18.0	Do.	2114	20.7	17.3	Do.	
1115	23.9	24.7	Do.	2115	25.3	23.1	Do.	
1116	29.0	17.1	Do.	2116	28.3	21.1	Do.	
1121	26.3	19.7	Do.	2121	28.5	19.7	Center cut	
1122	33.4	17.7	Do.	2122	25.4	18.7	Do.	
1123	35.9	20.3	Do.	2123	29.1	16.5	Do.	
1124	36.8	21.4	Do.	2124	34.0	13.5	Do.	
1125	18.4	16.8	Do.	2125	20.2	23.4	Do.	
1126	32.8	19.6	Do.	2126	19.6	20.8	Loin	
Chain 2								
1211	29.9	13.2	Rib	2211	25.7	25.7	Center cut	
1212	33.6	17.0	Center cut	2212	25.3	24.0	Do.	
1213	26.3	26.5	Rib	2213	30.2	20.3	Do.	
1214	33.0	18.9	Center cut	2214	30.0	23.4	Do.	
1215	27.9	19.5	Do.	2215	None purchased		None purchased	
1216	29.8	23.3	Rib	2216	24.5	17.7	Rib	
1221	No data	18.6	Center cut	2221	22.9	18.6	Center cut	
1222	27.9	19.6	Rib	2222	25.1	16.9	Do.	
1223	30.7	25.9	Center cut	2223	29.9	17.6	Rib	
1224	29.0	25.3	Rib	2224	31.8	20.7	Do.	
1225	30.3	19.6	Do.	2225	29.4	16.5	Center cut	
1226	32.2	16.4	Center cut	2226	29.2	14.7	Do.	

Table 41.--PORK CHOPS; 6 cities: Percentage of fat and bone in products purchased in sample stores of two chains,
February 8 and 9, 1968--Continued.

Store code	City 3			City 4		
	Total fat	Bone	Type of cut 1/	Total fat	Bone	Type of cut 1/
	Percent	Percent	Percent	Percent	Percent	Percent
Chain 1						
3111	29.6	21.2	Rib 2/	4111	25.9	22.8
3112	21.2	23.8	Do.	4112	22.1	22.2
3113	25.1	18.9	Do.	4113	26.5	22.7
3114	29.3	18.8	Do.	4114	23.3	16.8
3115	21.9	22.0	Do.	4115	19.2	12.7
3116	31.4	18.3	Do.	4116	29.6	27.7
3121	31.8	22.0	Do.	4121	21.8	20.2
3122	26.0	20.2	Do.	4122	26.5	26.1
3123	22.4	21.9	Do.	4123	27.5	17.5
3124	21.9	16.7	Do.	4124	27.0	24.6
3125	27.3	19.5	Do.	4125	27.4	19.8
3126	24.7	23.6	Do.	4126	34.3	22.3
Chain 2						
3211	15.2	Do.	4211	32.8	25.7	Do.
3212	24.4	27.8	Do.	4212	24.0	22.7
3213	26.6	26.8	Do.	4213	27.1	10.7
3214	23.7	22.7	Do.	4214	20.6	30.5
3215	28.4	29.9	Do.	4215	23.5	15.4
3216	24.6	13.9	Do.	4216	24.3	18.1
3221	32.4	20.5	Do.	4221	22.6	12.3
3222	20.0	30.7	Do.	4222	24.8	25.1
3223	32.4	29.0	Do.	4223	22.1	31.5
3224	22.5	38.9	Do.	4224	18.5	28.7
3225	25.5	26.4	Do.	4225	20.5	25.5
3226	29.9	19.5	Do.	4226	21.7	29.0

Table 41.--FORK CHOPS; 6 cities: Percentage of fat and bone in products purchased in sample stores of two chains,
February 8 and 9, 1968--Continued

City 5				City 6			
Store code	Total fat	Bone	Type of cut ^{1/}	Store code	Total fat	Bone	Type of cut ^{1/}
	Percent	Percent			Percent	Percent	
Chain 1							
5111	38.2	19.0	Blade	6111	31.2	16.4	Center cut
5112	19.9	17.2	Center cut	6112	28.8	18.9	Not given
5113	24.7	16.9	Do.	6113	31.7	11.3	Center cut
5114	27.7	11.3	Do.	6114	24.3	16.4	Rib
5115	23.8	17.7	Blade	6115	40.5	20.9	Center cut
5116	31.4	17.1	Do.	6116	21.4	28.1	Do.
5121	24.6	20.5	Center cut	6121	32.9	14.2	Do.
5122	30.0	15.1	Blade	6122	29.2	18.5	Rib
5123	24.2	14.6	Center cut	6123	21.0	17.3	Do.
5124	28.0	16.8	Blade	6124	31.4	15.5	Center cut
5125	30.0	11.9	Do.	6125	35.0	15.6	Loin
5126	32.5	14.7	Center cut	6126	26.9	22.4	Rib
 Chain 2							
5211	18.5	17.8	Thin sliced	6211	23.4	27.3	Do.
5221	15.8	15.9	Center cut	6212	38.0	14.0	Center cut
5222	28.0	14.3	Thin sliced	6213	21.4	19.4	Rib
				6214		None available	
				6215	38.6	21.3	
				6216	34.5	23.7	
				6221	34.6	16.8	Do.
				6222	25.2	14.8	Do.
				6223	27.9	20.1	Do.
				6224	34.3	20.6	Do.
				6225	28.2	15.0	Center c

^{1/} Description on label.
^{2/} The label description given on the cuts actually purchased was not recorded. Since enumerators were instructed to purchase rib chops, it was assumed that only rib chops were purchased.

* NATIONAL AGRICULTURAL LIBRARY



1022467616